

OCTOBER 1959

BUTANE-PROPANE *News*

A CHILTON PUBLICATION

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931

- ★ Your Tailored
- ★ CHRISTMAS
- ★ Promotion..33



**BE SAFE... FILL ALL
YOUR TANKS AND YOUR CUSTOMERS' TANKS...**

NOW!



WARREN PETROLEUM CORPORATION

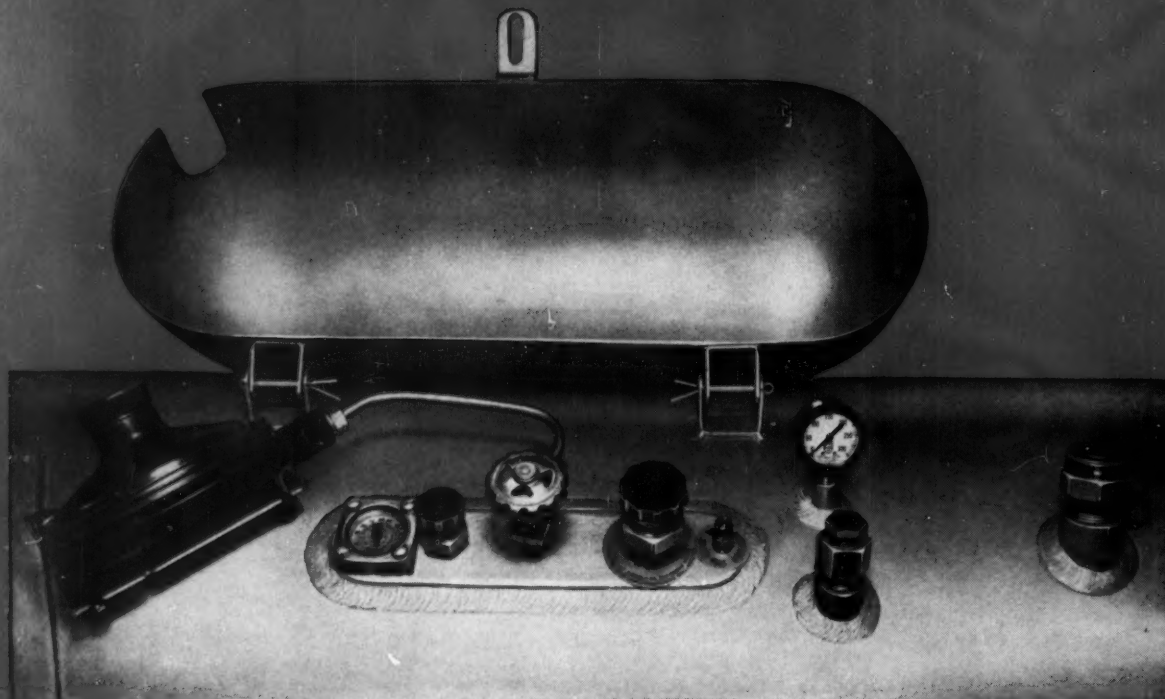
TULSA, OKLAHOMA

DISTRICT SALES OFFICES

COLUMBIA, S.C. • FT. WORTH, TEXAS • HOUSTON, TEXAS
NEW YORK, N.Y. • HOUSTON, TEXAS • CHICAGO, ILL.
JACKSON, MISS. • ST. LOUIS, MO. • LOUISVILLE, KY.
TAMPA, FLA. • LOS ANGELES, CALIF.

FIELD REPRESENTATIVES

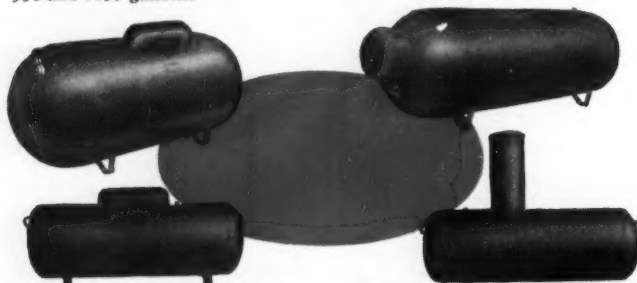
BRYN MAWR, PA. • ATLANTA, GA. • NEW HAVEN, CONN.
MONTGOMERY, ALA. • JACKSON, MISS. • FOND DU LAC, WIS.
NASHVILLE, TENN. • SPENCER, MINN. • GARDEN CITY, KANS.



Controlled tests prove: Hackney system tanks provide faster filling

Model 537-499—shoulder-mounted, 500-gallon system. Shoulder mounting means easier servicing. Other shoulder-mounted capacities: 640, 995 and 1135 gallons.

Model E37-499—end-mounted, 500-gallon system. Other end-mounted capacities: 640, 995, 1745, 2550 and 3360 gallons.



Model T30-250—top-mounted, 250-gallon system. Other top-mounted capacities: 320, 499 and 995 gallons.

Model U30-250—underground, 250-gallon system. Other underground tank capacities: 320, 499 and 995 gallons.

Individual single-purpose, best quality valves and gauges are conveniently located for most efficient servicing. Hose connections can be made quickly. Gauges are easy to read. Separate filler valve on shoulder- and top-mounted tanks fill straight into vapor phase. *Controlled tests have proved this to be the fastest filling arrangement.* A separate opening with Chek Lok excess flow valve provides for liquid withdrawal.

More Hackney LP-Gas System Features

Seamless streamlined hood. Sturdy and attractive. Protects fittings from weather, damage, tampering.

Superior welds. Made automatically. Sound, neat—X-ray controlled for safety.

Thoroughly tested. Meet, exceed ASME requirements and NBFU regulations. Carry UL listing.

Ready for use. All fittings installed. Interiors cleaned, dried. Long-lasting paint sprayed on exterior.

Write for complete information on Hackney LP-Gas system tanks.



Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wisconsin

Branch offices in principal cities



cylinders



systems



fuel tanks for
trucks and tractors



lift truck tanks



tank trucks



transports



bulk storage tanks

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

... never had a freeze-up!
 ... standby plant worked perfectly!
 ... always have uniform pressure!
 ... heat value is constant!

**Customer praise builds business!
 ... you'll get it with a MITCHELL
 VAPORIZER on every installation.**

MITCHELL Direct-Fired Vaporizers are available in two sizes to meet the need for continuous LP gas service in a variety of commercial and industrial applications. For use with above or below ground LP gas systems, MITCHELL Vaporizers provide a safe, steady, constant-BTU supply of gas uninterrupted by freeze-ups due to temporary over-loads or heavy withdrawals.

Minimum Size Storage Required MITCHELL Vaporizers eliminate the need for oversize storage tanks to meet temporary over-load demands ... hence make possible more compact systems. They are designed for use with all heating, drying or stand-by applications requiring from two to several hundred gallons per hour. (For the larger demands, MITCHELL Vaporizers may be manifolded together.)

Automatic Selective Control MITCHELL Patented "Automatic Selective Control" automatically controls the rate of gas vaporized to equal the rate of usage. It permits vaporizer to supply either generated gas, or storage gas ... or both at the same time. Simple, positive safety devices (providing overflow and pilot burner shut-off protection) make MITCHELL units safe and reliable.

Simple Installation Installation of MITCHELL Vaporizers is simple and easy; and once properly installed, they will give years of constant, trouble-free gas service. All MITCHELL units have been tested and listed under Underwriters' Laboratories' requirements.

Approved by
 Factory Mutual
 Laboratories



Listed by
 Underwriters'
 Laboratories

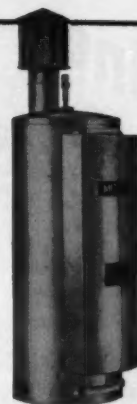


**Build a reputation for dependability
 with MITCHELL VAPORIZERS**

JOHN E. MITCHELL COMPANY

3800 COMMERCE STREET • DALLAS, TEXAS

Manufacturers of Fine Machinery for More Than Half a Century



Model 30

Provides up to 30 gallons of gas per hour ... well suited to the small and medium size industrial and commercial applications.



Model 70

Capacity: 70 gallons per hour. This unit is the largest standard MITCHELL Vaporizer. May be used singly or in manifolded combination for large industrial applications

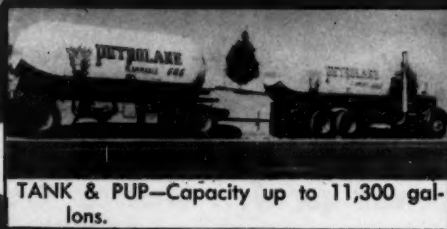
SPECIFICATIONS

Model No.	Wt. (lb.)	Gas or Water (in.)	Depth (in.)	Net Wt. (lb.)	Rated Input BTU/hr.	Wt. (lb.)	Flow Rate (GPH)	Flow Rate (SCFH)
30	100	1/2	10	100	10,000	100	100	100
70	250	1/2	10	250	25,000	250	250	250

Spotlighting the complete LMC line

for engineered liquid transportation

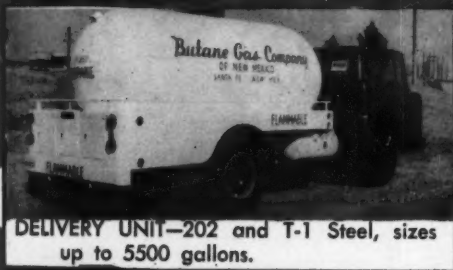
Whatever you haul, and in whatever quantities, you can depend on LMC for more profitable transportation. You'll find it pays to take advantage of LMC's many years of experience in engineered liquid transportation. Write, wire or phone today for completely illustrated literature.



TANK & PUP—Capacity up to 11,300 gallons.



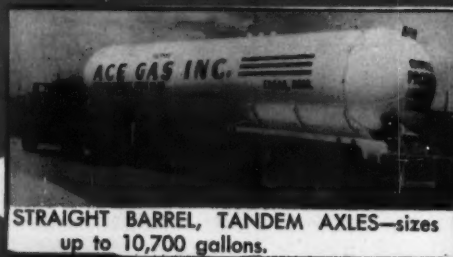
SEMI & PUP—Capacity up to 11,500 gallons.



DELIVERY UNIT—202 and T-1 Steel, sizes up to 5500 gallons.



STRAIGHT BARREL, SINGLE AXLE—sizes up to 8500 gallons.



STRAIGHT BARREL, TANDEM AXLES—sizes up to 10,700 gallons.

LUBROCK MACHINE & SUPPLY CO.

Drawer 1000 • 1000 • 1000 • Lubrock, Texas



LMC
LOW MILEAGE COSTS

Butane or Propane
Forklift Plan

CONTENTS • OCTOBER 1959

Volume 21 - Number 10

BPN

Second Annual CHRISTMAS Sell-O-Rama

- Tailor your '59 Christmas promotion to your needs..... 33**
A special 32-page section that will help you get started thinking about your Christmas sales plans.
Robert Clay
- To boost '59 sales, try a Christmas promotion..... 35**
Christmas can be the No. 1 selling season if you get on the right track and work hard.
- Tie-in with a national Christmas promotion..... 36**
Reap the benefits of AGA's national advertising and dealer tie-in material by letting the Jimmy Stewarts help you sell your appliances.
- Fall appliance promotions provide two way lead-in..... 41**
Use AGA displays to make customers appliance conscious, then dress them in Holiday attire for the promotion.
- Imagination + standard display materials=tailored displays..... 44**
No matter how you tailor your promotion, a visit to your local display house is a virtual must.
- Gas-promoting giveaways work for you three ways..... 46**
Use material made available by the AGA to bring in prospects, please regular customers, and close sales.
- Widen your line to include LPG-using gift items..... 51**
The gifts in this showcase will increase your floor traffic and profits while making the public more LPG-conscious.
- Brainstorm for ideas that will spark your promotion..... 57**
A score of ideas to inspire your Christmas promotion thinking.

Other Features

- What types of insurance for LPG dealers?..... 27**
BPN assumed the role of a dealer while interviewing the underwriting manager of a firm that has insured 50 LPG companies.
BPN exclusive
- How to handle L. P. gas emergencies..... 30**
Nineteen rules formulated by three Phillips Petroleum Co. engineers after consultation with industry experts.
H. T. Markee, A. F. Dyer and Paul W. Tucker

Power

- Red-E-Gas focuses on the passenger car market..... 93**
A campaign aimed at salesmen who run up high mileages netted this St. Louis firm three dozen conversions in a short time.
Staff report

Departments

- | | | | |
|---|----|-------------------------|----|
| Advertisers' Index | 98 | Highlights | 11 |
| Associations | 84 | Letters | 17 |
| Behind the Scenes | 6 | News | 65 |
| Beyond the Mains | 23 | People | 90 |
| Calendar | 21 | Power | 93 |
| Classified | 96 | Washington Report | 25 |
| What's New in Products and Trade Literature | | | 74 |

Easy to Boost **YOUR GAS LOAD** *with...*



WEATHERHEAD

*

CYLINDER-A-BILITY

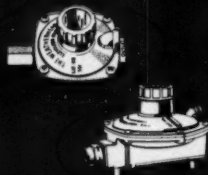
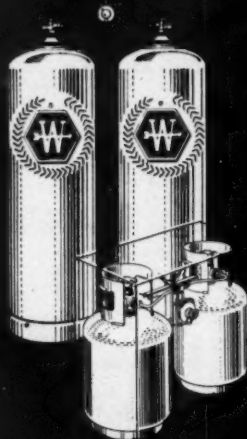
*

*Costing your customers
to serve your customers*

NEW LEASING PACKAGE

NEW TRAILER PACKAGE

NEW LINE OF REGULATORS



**WARRANTY
PROTECTION ON
ALL WEATHERHEAD
LP-GAS PRODUCTS**

THE WEATHERHEAD COMPANY
LP-Gas Equipment Division
Cleveland 8, Ohio

SINCE 1919... 40 Years of Manufacturing Experience



A CHILTON PUBLICATION

EDITORIAL

WILLIAM W. CLARK: EDITOR

Robert Clay: Managing Editor
Lynn C. Danny: Associate Editor
William T. Harper: Eastern Editor
Mary Lou Harrington: Assistant Editor
Lester L. Luxon: Technical Editor
Raymond A. Grote: Art Editor
Neil R. Regimbal: Washington Editor
Robert Gunning: Readability Consultant

BUSINESS

FRANK M. CHAPMAN: PUBLISHER

Gilbert Bowman: Promotion Manager
Roberta Conaway: Production Manager
Gerald N. Smith: Circulation Manager

ADVERTISING OFFICES

New York (17) 100 E. 42nd St.
Richard Duffy, OXford 7-3400

Chicago (1) 360 N. Michigan Ave., Suite 418
Richard L. DeMussy, RAndolph 6-2166

Cleveland (15) 930 B. F. Keith Bldg.
Howard Baird, SUperior 1-2860

Dallas (6) 189 Meadows Bldg.
William J. Smyth, EMerson 8-4751

San Francisco, 1355 Market St.
Frank McKenzie, UNderhill 1-7737

Los Angeles (57) 198 So. Alvarado St.
Larry Jackson, DUnkirk 7-4337

BUTANE-PROPANE News is published monthly. Copyright 1959 by Chilton Company, Chestnut and 56th Sts., Philadelphia 39, Pa. Subscription price: United States, U. S. possessions and Canada: 50c per copy; one year, \$2; two years, \$3. Mexico, South and Central America, Caribbean area: one year, \$3; two years, \$5. All other countries, \$10 per year. Second Class postage paid at Phila., Pa. Member of Liquefied Petroleum Gas Association, National Fire Protection Association. Available on microfilm.

G. C. BUZBY, President

Vice Presidents: P. M. Fahrendorf, Leonard V. Rowlands, George T. Hook, Robert E. McKenna. Treasurer, William H. Vallar; Directors: Maurice E. Cox, Frank P. Tighe, Everit B. Terhune, Jr., Russell W. Case, Jr., John C. Hildreth, Jr., Charles A. S. Heinle, John H. Kofron

Stanley Appleby, Comptroller

Editorial and advertising offices:
198 So. Alvarado St., Los Angeles 57
Phone DUnkirk 7-4337



BUTANE-PROPANE News



TEXACO'S DEPENDABLE SUPPLY OF LP-GAS MEANS A SOLID FUTURE FOR YOU

No question about it, Texaco LP-Gas Distributors have a big edge because they are assured of on-time, dependable deliveries. Texaco is one of the largest producers of LP-Gas and has a new fleet of tank cars for fast delivery.

If you are looking for a solid future, consider this fact: 683 distributors of Texaco products have been with us for 20 years or more — many others for as long as 45 years. These men have

found it *pays* to be on the Texaco team of successful Distributors.

5 reasons why it pays to be a Texaco LP-Gas Distributor

1. A product of highest quality—moisture-free.
2. Dependable and efficient delivery, in a new fleet of tank cars, from 31 strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas is sold under the nationally famous trade-mark, the Texaco red Star with the green "T."
4. One of the largest producers of LP-Gas, Texaco is the only petroleum company to build up successful distribution of its products nation-wide.
5. Profitable and proved sales policies. Texaco does not compete with its independent distributors of LP-Gas.



Team your name with Texaco and profit. Let us tell you about the opportunities for a sound and profitable business with Texaco LP-Gas. Call or write today . . . Texaco Inc., LPG Sales Division, P. O. Box 2420, Philtower Bldg., Tulsa, Okla., Diamond 3-4101; 3350 Wilshire Blvd., Los Angeles 5, Cal., DUnkirk 5-0515.

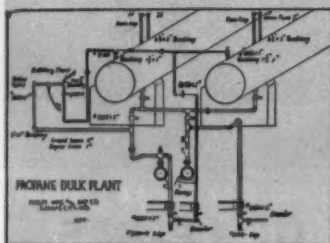
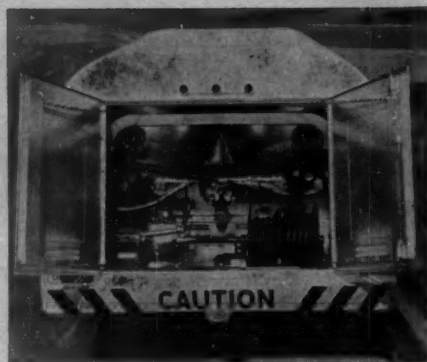


**Your One Supplier with everything in L. P. gas
and Anhydrous Ammonia Equipment**



"The Loadmaster" LPG Truck Tank

PASLEY-DESIGNED Truck Tanks (see above and right) were first to feature all controls from one location. All operation is from one point—rear compartment.



BULK PLANTS Pasley LPG and Ammonia type installations—a turnkey job or engineering for your own installation. Write, wire or call.

Also a complete line of accessory equipment.

"Pastels By Pasley"

COLOR—The Modern Trend! Bring your LPG Equipment up to date. Available in the following colors . . . (write for information)

Blush Peach	Smoky Grey
Sunshine Yellow	Seafoam Blue
Mustard Lime	Wedgewood Green
Eureka Orchid	Rose Beige
Lake Blue	Desert Rose



EVERYTHING IN LPG AND ANHYDROUS AMMONIA

The Pasley Mfg. & Dist. Co.

1111 11th Street - Kansas City, Mo. - Tel. Victor 2-3349

behind the scenes **BPN**

Of balloons and Orientals

As you may have gathered from reading this column, there's a lot more to publishing a magazine than just, well, publishing a magazine.

You get calls for help nearly every day. There are visits, letters, and even long distance phone calls. Sometimes you have the answers on the tip of your tongue. Sometimes you look them up, or call somebody else. Sometimes there's nothing much to do but shrug your shoulders.

The last month brought its share of inquiries. First, there was a long-distance call from a dealer who wanted to buy an odorant. That was an easy one. Almost as easy to dispose of was another phone call from a veddy, veddy sophisticated lady who wanted to know where to buy an engine heater. Our catalog supplied the answer.

Then there was the urgent call from a dealer in Ohio (see *Letters*) wanting to know how to inflate a balloon with hot air, using LPG as the heating agent. This was a bit stickier.

We had two separate visits from gasmen in Japan. The first one was an American looking for a source of supply.

The second visit was one of those frustrating things. Our guests were two Japanese from Maruzen Oil Co. The one who wanted information spoke little English, so the other acted as interpreter. But we just couldn't seem to communicate. Mr. Sengoku, were we any help? I doubt it. But we tried.

That's the sort of inquiry we'd like to be able to shrug off, but we can't. Somehow, we feel we failed him, and the thought rankles. Maybe we need a night school course in foreign languages. The way LPG is catching on, worldwide, it might become necessary, and soon.



"LINDE helped us increase our business"

Says Irvin Etscorn, President, Big "3" Gas Company, Louisville, Ky.

"We've been buying cylinders from LINDE since 1949. As one of the largest distributors in the Midwest, we're in a position to compare cylinder quality—LINDE's are the best! We've never received a bad one. And by developing new kinds of cylinders and showing us where they can be used, LINDE helped us increase our business."

Find out for yourself. Any PREST-O-LITE cylinder will show you. It's built to last. One seam, not three for light weight and high strength. Footring designed, constructed, and coated to prevent rust. Every cylinder tested to twice the service pressure.

And be sure to get the facts on how LINDE's Credit Plan keeps the cost below that of any other cylinder. You pay interest only on the unpaid balance. Write Linde Company, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, N. Y. In Canada: Linde Company, Division of Union Carbide Canada Limited.

"Linde," "Prest-O-Lite" and "Union Carbide" are registered trade marks of Union Carbide Corporation.



BIGGER PAYLOAD DELIVERY UNITS

THE Nor-Tex FOUR STANDARD PAYLOAD SPECIAL CUSTOM DE LUXE

Available In Twin or Single Barrel Models



2500 WG Units Weigh Under 23,000 lbs. Loaded!

**You'll Haul
Extra Gallons
Each Trip!**

**You'll Deliver
Extra Gallons
Each Trip!**

**You'll Work Fewer
Hours... Drive
Less Miles!**

**You'll Earn
More Money The
Nor-Tex Way!**

Nor-Tex presents the newest development in sleek, LIGHT-WEIGHT, stream-lined twin or single barrel LPG Delivery Units and again Nor-Tex is FIRST with ALUMINUM SKIRTING and CABINETS and engineering designs which have reduced over-all weight. 3000 WG units and over are also available for use on cab over or cab forward trucks and are still within the 18,000-lb. axle limit.

Nor-Tex Custom units haul "extra" gallons each trip! You deliver "extra" gallons faster with Nor-Tex custom designed high flow plumbing. You take fewer hours and travel less miles to deliver a gallon of gas. For day in, day out efficiency, durability, payload, fast loading, high rated delivery, perfect balance and appearance Nor-Tex delivery equipment can't be beat!

WRITE, WIRE
OR PHONE
FOR PRICES



National Sales Agents for

Ideal In States Imposing Ton Mile Tax

Manufacturers of Fine LPG Equipment

Whatever your needs in LPG equipment there is a safe, profitable, factory tailored Nor-Tex unit ready for you. We are truck distributors and we manufacture LPG Truck and Transport Tanks, all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations, Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Let Nor-Tex help you boost profit and slash delivery costs with High Flow piping... faster loading and unloading units.

NORTH TEXAS

Extra Savings!
We Are Truck Distributors!

Nor-Tex
LOW COST
LPG
Financing
A PLAN TO MEET EVERY NEED!

May We
Help You?

Interested attention, experienced assistance and helpful suggestions are yours for the asking.



You can now haul
MORE GAS and LESS STEEL
Than ever before!

Hitch
YOUR PROFIT
to a
STAR

Internal Relief
Valve on all
"STAR" Systems

CUSTOM BUILT

with every desired feature in an above ground tank

- ★ Nor-Tex construction exceeds all safety requirements.
- ★ Thoroughly buffed and cleaned for finest appearance.
- ★ The Nor-Tex STAR is completely fitted and ready for use.
- ★ Bottom outlets are standard on all above ground tanks.
- ★ Immediate delivery on one Nor-Tex STAR or a truckload.
- ★ Custom Made Hood
- ★ Rego Multi-Valve
- ★ Rego Regulators



TANK CO.

P. O. BOX 1219
DENTON, TEXAS
CENTRAL 5416

Operates in Any Mounting Position



No. 7580C, 1 1/4" NPT (male) Inlet; 1/2" NPT (Fem.) Outlet. Closing flow approximately 24 gpm of LP Gas.

No. 7572C, 1/2" NPT (male) Inlet; 1/2" NPT (Fem.) Outlet. Closing flow approximately 12 gpm of LP Gas.

convenient, safe, liquid withdrawal with

REGO CHEK-LOK

excess flow valves

Economical RegO Chek-Loks are specially designed excess-flow valves with the check in a closed position and the outlet plugged. They may be top, bottom or end mounted, and provide the quickest and most convenient low-cost method of connecting to the tank for liquid transfer and evacuation with complete protection against liquid or vapor losses in the event of line breakage.

A new high capacity RegO 7550 liquid transfer valve has been developed especially for use with RegO Chek-Loks.

here's how CHEK-LOK works:

Fitting the transfer valve with a RegO 7572C-14 adapter permits quick, positive connection to the Chek-Lok against a gasket, and automatically provides full opening of the check for adequate flow capacity.

By installing RegO Chek-Loks on all your tanks, and making the high-capacity 7550 valve and adapter standard equipment on every service and delivery truck, you eliminate the need for separate transfer valves at each tank . . . a substantial saving without sacrificing safety!



write for complete information

The **BASTIAN-BLESSING** Company

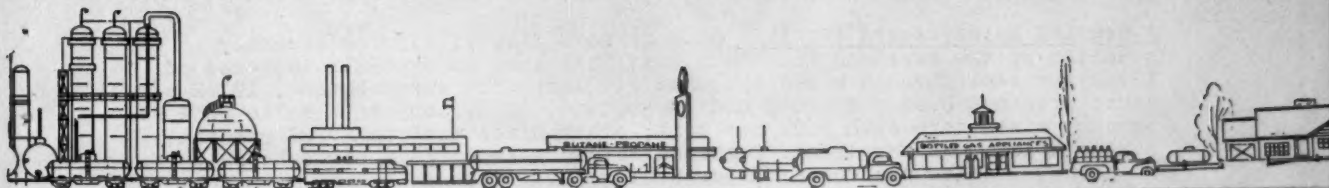
4208 West Peterson Avenue, Chicago 46, Illinois

DO YOU KNOW
it will pay you
dividends to join!



HIGHLIGHTS

BPN



The Bureau of Mines has confirmed what everyone suspected. Its recently released annual report says U. S. sales of LPG jumped 8 per cent in 1958. This was a distinct improvement over 1957's 5 per cent gain over the previous year. Gallon-wise, the 1958 total of 7,462,000,000 was 523 million ahead of 1957's 6,939,121,000, whereas in the previous year the gain had been only 303 million gal.

Industrial sales led the way. A 12 per cent increase was recorded in this category, as against 1 per cent the previous year. Domestic-and-commercial was up 7 per cent compared to 2 per cent in 1957. Internal combustion sales, held to a 4 per cent gain in 1957, were up 6 per cent.

The figures by categories: Domestic and commercial, 3,292,677,000 gal.; internal combustion, 852,387,000 gal.; industrial, 492,862,000 gal.; refinery fuel, 179,231,000 gal.; gas manufacturing, 238,911,000 gal.; chemical, 1,898,862,000 gal.; synthetic rubber, 371,961,000 gal.; secondary recovery of petroleum, 68,981,000 gal.; all other, 65,217,000 gal.

Domestic-commercial still has a commanding lead. More than 44 per cent of all sales are in this base-load classification. Chemical uses run second at 25.5 per cent, followed by internal combustion at 11.4 per cent, and industrial with 6.6 per cent.

The Midwest is outrunning the rest of the country in domestic-commercial sales. The 15-state District 2 scored gains of 205 million gal. Illinois, Missouri, Indiana, Ohio, and Oklahoma led the way.

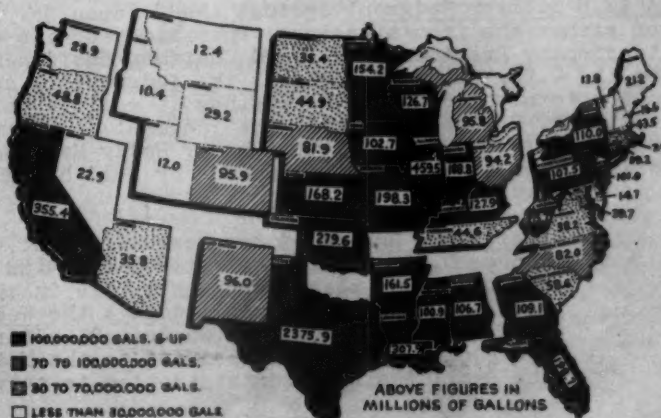
Motor fuels crept into the Northeast.

Percentage-wise, the Eastern Seaboard showed the best power-use gains as LPG engines caught on in Maine, New Hampshire, and Vermont. Sales in Virginia and New Jersey tripled.

Texas was the champ in the industrial classification, doubling its sales to leave all other states far behind.

For more data in tabular form, turn to page 32.

SALES BY DISTRICTS



Continued

HIGHLIGHTS

A new LPG sales record for 1959 also appears likely. Figures recently supplied by the American Petroleum Institute show an over-all increase of 12.32 per cent through mid-July. Specific increases were: butane, 19.42 per cent; propane, 8.69 per cent; and iso-butane, 18.77 per cent. While butane-propane mixes were down 6.92 per cent, other mixes went up 29.26 per cent. Summer sales were excellent. Combined totals were up 36.7 per cent in June with butane sales scoring a 53 per cent gain.

Current production is more than keeping pace with increased sales. API figures show that combined production was up 17.84 per cent, led by "other mixes" with a 37.3 per cent increase. Despite predictions that the butane supply will steadily decrease, butane production was up 22.34 per cent. Other production increases were: propane, 13.94 per cent; isobutane, 21.47 per cent; and butane-propane mix, 2.62 per cent.

Gas appliance sales also show a healthy increase over the 1958 figures. Leader in the friendly percentage-of-improvement competition is the gas dryer with a 36 per cent increase for July and a 44 per cent increase for the first seven months. Its top competitor--improvement-wise--is gas-fired central heating equipment with a 31.2 per cent increase for the first seven months, and a 41.5 per cent boost for July. The suddenly-apparent upward trend of conversion burners--noted in last month's Highlights--has become much more pronounced--from a 28.7 per cent increase in June to a 62.2 per cent boost in July. Other improvements noted: gas ranges, up 8.8 per cent for July, 12.3 per cent for the seven months; and automatic water heaters, up 7.7 per cent in July, 14.3 per cent for the seven months.

AN LPG price war broke wide open in July in two Louisiana parishes (counties), but the situation went back to normal in early September. Prices had dropped all the way from 18 cents to 6 cents per gal., and the matter had gone to the Federal Trade Commission and the Louisiana Public Service Commission.

An industry-damaging precedent could be set if the city of Tallahassee, (Fla.) enacts a recently-proposed ordinance. The suggested law would allow LPG-carrying trucks to park only at bulk plants, except when making deliveries.

A \$2.5 million judgment against the Coleman Co. Inc., will have no effect on either the firm's business operations or its expansion plans, according to company President and Board Chairman Sheldon Coleman. Recently upheld by the U. S. Court of Appeals, the judgment is now being studied by Coleman attorneys to determine whether it will be paid or submitted for review to the U. S. Supreme Court. The judgment is the result of a 6-year-old patent infringement suit brought by Holly Manufacturing Co. over a gas wall heater that has not been made or sold by Coleman for three years.

Individual Honors of two very different types were announced recently. Dr. George G. Oberfell, the retired Phillips Petroleum Company chemist and executive who played a primary role in the development of LPG as a domestic and industrial fuel, will receive the Walton Clark Medal from The Franklin Institute (Philadelphia) on Oct. 21. Charles E. Nead, veteran Kentucky LPG dealer, has been appointed to the National Board of Field Advisers of the Small Business Administration to serve Region VI, Kentucky and Ohio.



This USS "T-1" Steel transport tank was built by Calgary Steel Tank, Ltd. Weight was reduced by 2,000 pounds so that a lighter, less costly chassis could be used.

Bobtail truck of USS "T-1" Steel delivers 41% more propane, saves \$4,860 a year

"The USS 'T-1' Steel used in the construction of our newest retail delivery truck for propane gas saves so much tare weight that we can operate it for \$4,860 per year less than the cost of running an identical capacity unit of regular steel," reports Mr. Spencer Pepper, Executive Vice President of Stewart Petroleums, Ltd., Calgary, Alberta, Canada.

Weights 13% less. Loaded weight of the new truck is 20,500 pounds—or 3,240 pounds lighter than the old truck. But it carries 445 pounds more propane. In addition, it can haul a profitable load even when weight restrictions cut the load to 75% of normal.

Delivers 41% more. In January, 1959, the "T-1" Steel truck boosted monthly deliveries from 24,636 gallons for the old truck to 34,845 gallons for the unit of USS "T-1" Steel—or 10,209 gallons more.

Saves \$4,860 a year. The use of lightweight construction with super-strength USS "T-1" Steel, translates itself into an operating economy of at least \$1.50 per pound yearly. Based on a weight saving of 3,240 pounds, this results in a total saving of \$4,860.

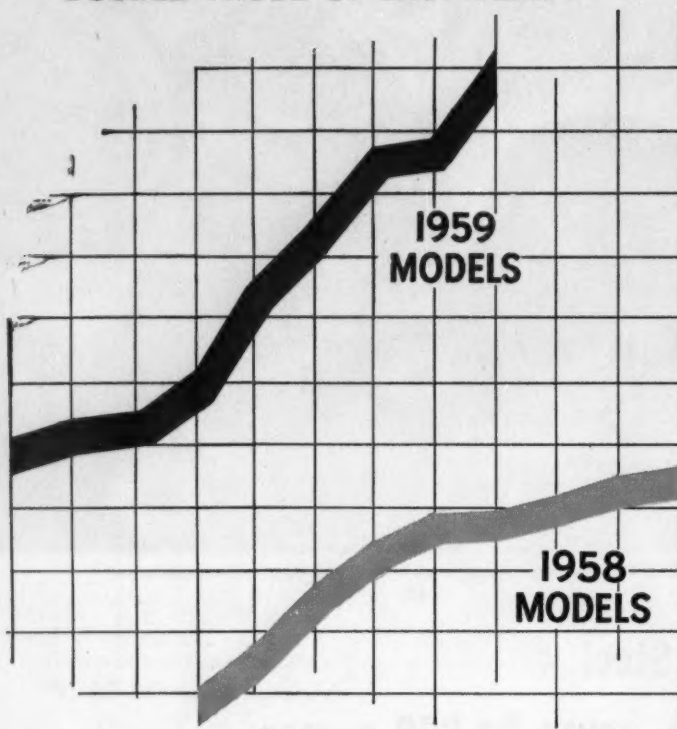
The money saving advantages of USS "T-1" Construction Alloy Steel are not limited to trucks and trailers. You can build lighter, stronger and less costly storage tanks for petroleum products because USS "T-1" Steel has a minimum yield strength of 100,000 psi. This permits design to higher working stresses with a sizeable reduction in steel thickness. Wherever great strength, light weight, toughness and weldability are needed, USS "T-1" Steel will help solve your problems. For information, contact our nearest Sales Office or write United States Steel, 525 William Penn Place, Pittsburgh 30, Pennsylvania. USS and "T-1" are registered trademarks



United States Steel Corporation—Pittsburgh
Columbia-Geneva Steel—San Francisco
National Tube Division—Pittsburgh
Tennessee Coal & Iron—Fairfield, Alabama
United States Steel Supply—Steel Service Centers
United States Steel Export Company
United States Steel

The BIG SUCCESS

**1959 FORD SUPER DUTY
TRUCK SALES MORE THAN
DOUBLE THOSE OF LAST YEAR**



1960 FORD SUPER DUTIES

**SKYROCKETING SALES OFFER ADDED TESTIMONY TO THE
TOUGHNESS AND RELIABILITY OF FORD "BIG V'S"—
NOW THEY'RE MORE DURABLE, MORE FLEXIBLE THAN EVER!**

Ford's increase in sales of Super Duty Trucks, while impressive in itself, by no means tells the whole story. Over half of the 1959 unit sales were the result of repeat orders from operators like Trucking Contractors, Inc., who bought because the Ford "Big V" provided the kind of performance and durability needed for their work.

And for 1960, the Ford Super Duties offer additional refinements designed to provide an even greater

degree of dependability. Bigger optional axles and increased GVW's permit greater payloads and more profitable operation. Automatic radiator shutters to keep the engine temperatures within the most efficient operating range, submerged-type electric fuel pump to prevent vapor lock, and redesigned wiring for longer, more dependable operation are but a few of the improvements which add to the performance and durability of these units.

The changes offered for 1960 were tested and evaluated by America's foremost independent automotive research organization. The certified results of the studies by this impartial firm (name available on request) provide proof that Ford's Super Duty Trucks are even more dependable.

- **Certified Durability through closer temperature control!** Independent research engineers certify that Ford's thermostatically controlled radiator shutters kept water temperature between 168° and 188° in severe mountain grade operation. The test truck with shutters blocked open

of the Big Truck Field



"Tried 8 in '58—bought 20 more in 1959," says Curtis E. Broet, President, Trucking Contractors, Inc. "In 1958 we bought 8 Ford T-850's with lightweight chassis options and specially built 5-batch bodies which gave us a full extra batch per truck. A 5-batch load is a real strain on the truck when you consider we're 'running the ditches' on this highway paving job in North Dakota. These T-850's worked

out so well that we ordered 20 more in '59. Our Ford Tandems with the 477 engine give us good mileage and the drivers are real happy with them. It's a rough go on trucks with soft footing and dust so bad we have to drive with headlights on. Despite such operating conditions, downtime has been negligible and these '477' Fords have given us less trouble than other trucks we have operated."

with Certified Durability

under same operating conditions had a temperature range from 102° to 181°. The temperature variation of only 20° with shutters means less expansion and contraction in engine block and cylinder heads. Higher temperatures with radiator shutters permit leaner fuel-air mixtures with less possibility of raw gas washing down cylinder walls. Warm oil circulates more freely, reducing internal friction. All these factors contribute to longer engine life.

- **Certified Dependability with longer-lived electrical system!** Ford's '60 improved wiring harness and the 1959 wiring harness were subjected to shaker table tests plus constant

exposure to oil and water vapors and temperatures of 200°. Certified results prove that the greater resistance to deterioration by heat, oil, water and abrasion obtained with the 1960 wiring harness more than doubles wiring harness life.

- **Certified Reliability with Ford's submerged-type electric fuel pump!** Dynamometer tests of engines with submerged-type electric fuel pump and conventional mechanical type showed that vapor lock was non-

existent with Ford's electric pumps at temperatures up to 200°, whereas incipient vapor lock with mechanical pump resulted in a power loss of 9% at an underhood temperature of 200°.

Test results like these plus the experience of satisfied users are important but that is not all. For 1960, the Super Duty line has been broadened to provide even more flexibility in power train options. Get the facts from your Ford Dealer!

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!

Through the years only one burner has remained America's *Favorite*

INSTANT FULL FLAME

Famous "2 in 1" dual throat burner that provides measured heat... brings food to cooking temperature in shortest possible time.



"CLICK"... convenient Low Fry heat for uniform browning or frying.



"CLICK"... efficient Center Simmer maintains boiling in any covered utensil.



"CLICK"... Keep-Warm heat keeps food at serving temperature without further cooking or loss of food flavors.

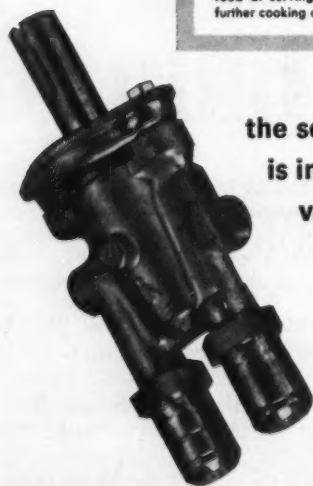


HARPER ALLTROL®

THE ORIGINAL

center simmer burner

the secret
is in this
valve!



Here's the burner that both mother and daughter can agree on! And while Harper engineers have developed many more recent innovations, the Alltrol Center Simmer burner *still* remains first choice among homemakers.

But then—is it any wonder this "measured heat" burner is so popular? It's simple and easy to use... clean, cool and thrifty... assures a lifetime of cooking triumphs.

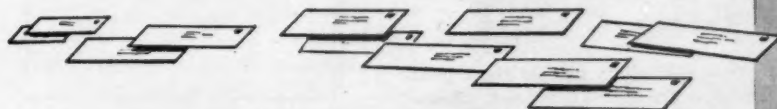
Isn't it time (under today's competitive situation) to insist on these sales-producing burners for ALL your gas ranges—not just your deluxe ones?

Write for free sales demonstration book.

HARPER-WYMAN COMPANY

Dept. 109-B 8550 Vincennes Ave. Chicago 20, Ill.



**BPN**

Letters

Pumping costs compared

Wyoming

Can you send me some information on how to compare the cost of irrigation pumping with an L. P. gas engine and an electric motor?

Do you know of any studies that have been made comparing maintenance costs on L. P. gas engines and electric motors?

What I need is a formula that could be applied to any given situation when you know the price of propane, cost of electricity, and horsepower required to do the job.

R. W. S.

Generally, we can say that irrigation pumping can be accomplished more economically with L. P. gas than with electric power. However, the above statement is dependent upon electric rates and L. P. gas costs in the area under consideration. Also, be alert to hidden electric costs, such as minimum flat rates, installation costs, etc.

We had an inquiry similar to yours from a person in Colorado last fall. The inquirer sent us an electric rate schedule and also a price list for propane to be used for a comparison. Although the rate sheet was returned with our reply and exact rates are not available, some of it was as follows:

First 100 kwh per hp connected per season is at 4 cents per kwh.

Second 100 kwh per hp connected per season is at 3 cents per kwh.

Other block rates followed and finally a rate which stated that the minimum bill per season would be \$8 per hp connected.

The following theoretical cost analysis of electric versus L. P. gas pumping cost is based on a 120 day season between May 20 and September 20. Also, the connected motor, or motors, draw 440 volt, 3 phase, 60 cycle power at a rate of 25 hp per hour. It is also assumed that the motor operating time will be 200 hours in the season. Thus, 200 times 25 equals 5000 hp hours.

On a direct energy basis, one hp

hour is equivalent to 746 watts, or .746 kwh, or 1 kwh equals 1.341 hp hours. This does not take into consideration the mechanical efficiency of the motor, that is the extra power that must be delivered to the motor to overcome friction, etc., which does not reach the drive shaft. Motor efficiencies vary from 80 to 95 per cent as the type and size of the motors vary. A reasonable efficiency for a 25 hp motor such as would be used for pumping is 92 per cent. This means that for every hp delivered to the pump shaft .746 plus 92 per cent equals .811 kwh must be delivered to the motor.

Therefore, during the 200 hours' operation of the 25 hp motor, 200 times 25 times .811 equals 4055 kwh of electric power used.

The power company's rate sheet states that the "first 100 kwh per hp connected is at 4 cents per kwh." Since a 25 hp motor is connected to their lines, then the number of kwh to be charged at 4 cents is 100 times 25 or 2500. (If the motor was 15 hp then the first 1500 kwh would be at 4 cents per kwh or if the motor totals 40 hp, then the first 4000 kwh would be at 4 cents per kwh. Local electric power companies' rate men concur in this interpretation.) Likewise, the second rate block would be 100 times 25 or 2500 kwh at 3 cents per kwh.

Based on the above, the electric bill would be: 2500 kwh at 4 cents per kwh equals \$100.00; 4055 kwh minus 2500 kwh equals 1555 kwh at 3 cents per kwh equals \$46.65. Cost of power used—\$146.65.

But, this is not his bill for the season. The rate sheet also states that a minimum bill is \$8, per horsepower connected per season. Therefore, his season bill would be 25 times \$8 equals \$200. Of course, if he operated for a longer time so that the power actually consumed cost over the minimum of \$8 per connected hp, then the minimum rate would no longer apply.

Turning to the cost of fuel, using L. P. gas and an internal combustion engine to drive the pump, the follow-

ing cost may be easily developed.

Assume that a stationary internal combustion engine of 25 hp continuous load rating is used. This engine will deliver 25 hp to the pump shaft the same as the electric motor did. Due to mechanical friction, heat losses, power to drive fan, water pump, generator and other auxiliary equipment, the efficiency of an internal combustion engine is much lower than an electric motor. Even so, about one-tenth gallon per hour of propane supplied to a well designed and adjusted internal combustion engine will deliver 1 hp at the drive shaft.

Then, if the 25 hp engine is operated at capacity for 200 hours it will deliver 5000 hp hours and use approximately 500 gal. of propane. Five hundred gallons at 15 cents per gal. equals \$75.

There are, of course, initial investment costs to be considered in the analysis of the two power sources.—Ed.



Trouble shooting at long distance

Iowa

Three years ago we installed gas lines underground for water heaters. We have had trouble with the fire going out. This line is of 3/4 in. ID copper tubing. See sketch.

We have changed regulators four times this winter. We drilled more holes for air vents, thinking it might be getting smothered. Ice does not pile up to cut off air supply, as we have watched for this. I do not believe moisture could drop from the bottom of the water bowl and put out the fire. To satisfy our own judgment, we even put a baffle over the top of the burner so no moisture could drop on it.

We found pressure at the burner to be 6 oz. We increased it and dropped it, but to no avail. Utili-

Letters • Continued

zation equipment placed 10 ft from the burner works well. The only thing we have not tried is to replace the gas line (new copper tubing). The distance is about 125 ft. With a small burner (1200 B.t.u.), it seemed this would be okay. Oh, yes, we even blew out the line by connecting a cylinder directly to it.

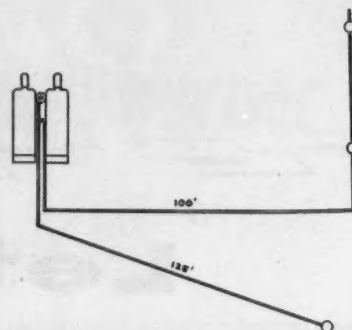
As you will notice on the sketch, the line comes out of the regulator to a tee. One line goes to two other heaters. We shut off the two heaters to see if this would make any

difference in the operation of the one on the long gas line, but could not see any difference. Can you give me any information as to what might be causing this condition?

E. W. C.

It is difficult to trouble shoot your problem from this distance. There are some items which are not clear to me.

1. Do all the heaters give trouble or is it only the one on the long line?
2. Is the utilization equipment you mention operated from the same line



and regulator as the single water heater?

3. Was the pressure at the burner checked while the burner was operating or when it was shut off?

4. Does the outage occur under all weather conditions? Wind, calm, storm?

Some items which may cause the trouble are:

1. If only the one heater is causing trouble:
 - a. The orifice or burner may not be correct. The orifice may not be the right size or the primary air openings are not adjusted properly. Are all the flames the same on the three heaters? Switch the orifices and burner assembly to one of the other heaters.
 - b. Switch the entire heater. (Not the water container and heater enclosure.) The trouble may be due to some condition in the enclosure around the burner or due to the location of the water container.
 - c. The entire unit may be located where sudden gusts of wind produce a sudden downdraft or pressure build-up which causes the burner flame to be extinguished. This may happen if the unit is outside and adjacent to a building or fence.
 - d. The burner orifice may be undersized, although this seems unlikely, or, a burr or particle of dirt may partially obstruct the orifice.
 - e. Did you check the burner pressure with the burner operating? If you did, was there a variation in pressure with the burner extinguished? Since you purged the line or blew it out with high pressure gas, it should have been evident there was no obstruction such as dirt or pinched tubing.
 - f. If you checked the burner pressure with the burner operating, did the pressure remain steady or did it fluctuate as though



It's Gas in Your Customers' Tanks that Makes You Money!

You can't make any money as long as gas stays in *your* tanks. It has to move to bring in the cash. That's why Sinclair has designed the Sinclair TRUFLAME promotion program — a plan that will help move the gas from your tanks to your customers' tanks.

Add to this service, finest quality products, on-time delivery, and engineering service and you have a package that makes your contract with Sinclair a happy and profitable arrangement.

- Write or call today for complete information on the Sinclair TRUFLAME plan to help you sell more gas more profitably.



SINCLAIR
OIL & GAS COMPANY

LIQUEFIED PETROLEUM GAS SALES DEPARTMENT

SINCLAIR OIL BUILDING — TULSA 2, OKLAHOMA

Telephone LUther 4-0411

there was some fluid in the low pocket of the line?

- g. The $\frac{3}{4}$ in. copper tubing is large enough if there are no obstructions or bad kinks in it.
2. If all three heaters are causing trouble:

- a. The regulator may be receiving moisture and freezing. Install fresh tanks of dry gas, install a dryer in the gas line ahead of the regulator, or use some alcohol in the tank or cylinders. Install the regulator so any condensed moisture will run back towards the tank.
- b. Is 6 oz the correct pressure for the operation of the heaters? There is nothing in the literature you sent that stipulates the proper pressure. We assume that 6 oz or 11 in. would be correct because most L. P. gas appliances are designed for these pressures. However, sometimes other pressures are required.

We hope the above may help you find the cause of the trouble. Answers to the four questions will help us give you some additional suggestions to locate the trouble if you cannot eliminate it by checking the points we brought out. The manufacturer may have some suggestions.—Ed.



Anybody care to inflate a balloon?

(Recently, the editors had an urgent phone call from Ted Pfeifer, Ever Ready Gas Co., Columbiana, Ohio. Pfeifer had a problem: there was going to be a local county fair, and as a feature attraction a balloon was to ascend. Buoyancy was to be obtained by filling the bag with hot air.

(Previously, wood and kerosene had been used to heat the air, but "it took over an hour, and sparks nearly burned up the balloon," says Mr. Pfeifer. He felt he could do it much more safely with LPG, and in half the time.

(How can we rig up a burner to do the job? he wanted to know. The assignment fell in the lap of our technical editor, who was obliging above and beyond the call of duty.

(Here is his reply. Anybody else care to inflate a balloon?)

The rough sketch shows the design of a gas burner which we believe will be suitable for heating

We're Still Looking for a Pipe Fitter Who Doesn't Prefer



RIDGID



"Of Course I said **RIDGID**

... It's the only pipe wrench for my money. I've got work to do!"



At your Supply House



THREADED PIPE... It's Tight... It's Best... Costs Less!

Letters • Continued

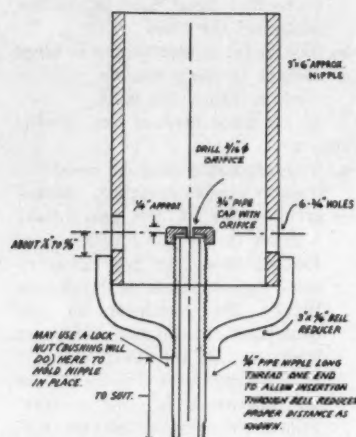
the air in the balloon. (See right).

I think it might be well to make one and try it with a No. 28 drill (approximately 9/64 in.) orifice. This should be 500,000 Btu at 5 lb and 1 million Btu at 20 lb. It is possible however, that this will be too much for one three in. size burner. Twenty lb will make quite a bit of noise and will have a tendency to lift the flame. After you have tried the No. 28 orifice at 5 lb you might try a second orifice at 3/16 in. diameter and 5 lb. This

should give you a million Btu. You will probably have a flame 4- or 5-ft high.

When setting up the burner to heat the air in the balloon, it will be necessary to allow sufficient clearance so there will be some circulation of the air. I would think that the opening in the bottom of the balloon should be several feet in diameter and it should be 4 or 5 ft above the burner so that the burner will have adequate opportunity to get air and burn the gas.

I think you can operate the burner off your truck vapor hose,



running the maximum distance that the hose will allow between the truck and burner. The regulator should probably be at the end of the hose so you will not have any vapor between it and the burner. Probably the burner should be on the end of a piece of 1 1/4 in. pipe, with the regulator between the hose and the open end of the pipe. There should be a valve both upstream and downstream of the regulator with a pressure gauge placed between the shutoff valve and the burner.

After you have tried this burner you may find it better to make two of them with a smaller orifice than trying to use one. You may also have trouble with flame lifting off of this burner since it does not have any flame retention qualities. A short piece of 3/8- or 1/4-in. rod laid across the open end of the burner should help hold the flame.—Ed.



Only manufacturer's guarantee involved

Kansas

We have just bought a new V-8 Plymouth with "Turboglide." We would like to convert it to butane at once, but some say we should break it in on gasoline.

A. E.

From a mechanical standpoint, you can convert at once.

It is advisable to keep your new car on gasoline during the time the manufacturer's guarantee and service warranty is in effect, unless you obtain approval from the dealer to make the conversion and have him agree to hold the warranty in effect for the period it normally would be good on gasoline.—Ed.

Positive, Leakproof Connections

WITH HANSEN 3-GR1621

QUICK-CONNECTIVE COUPLINGS FOR LP-GAS



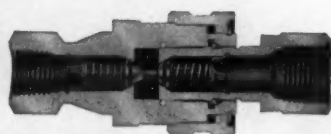
NO TOOLS REQUIRED

Specifically designed for LP-Gas line connections, Hansen GRI Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas.

To connect (no tools required), you merely push the Plug into the Socket—all the way. To disconnect, just turn sleeve—Coupling instantly and automatically shuts off both ends of line.

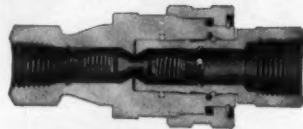
Sockets available with 1/4" female pipe threads. Plugs available with 3/8" female pipe threads.

APPROVED BY
UNDERWRITERS'
LABORATORIES



PARTIALLY ENGAGED

Cutaway view of partially engaged Coupling. Note double protection against spillage—with Coupling already sealed by O'Ring—and with flow of gas still completely shut off on both sides of line by valves in the Socket and Plug.



FULLY ENGAGED

Cutaway view of fully engaged Coupling. Coupling Ring-Lock provides positive lock in groove of Plug—O'Ring completely seals Coupling—valves are actuated to open position to permit free flow of gas through connection.

Write for descriptive literature

QUICK-CONNECTIVE FLUID LINE COUPLINGS

SINCE 1915

THE HANSEN



MANUFACTURING COMPANY

4031 WEST 150th STREET • CLEVELAND 35, OHIO

CALENDAR

Coming events in the Industry

1959

October 4-6—Oklahoma LPGA Convention—Biltmore Hotel, Oklahoma City, Okla.

October 5-7—American Gas Association 41st Annual Convention—Conrad Hilton Hotel, Chicago, Ill.

October 8-9—California Natural Gasoline Association 34th Annual Fall Meeting—Huntington Sheraton Hotel, Pasadena, Calif.

October 12-14—Northeast Regional LPGA Convention and Trade Show—Sheraton-Park Hotel, Washington, D. C.

October 13—Virginia LP Bottled Gas Association meeting—Sheraton Park Hotel, Washington, D. C.

October 19-23—The 47th National Safety Congress, Annual Convention of the National Safety Council—Conrad Hilton Hotel, Chicago, On Wednesday, Oct. 21, the Congress will feature a session devoted to "L. P. Gas Safety From Bulk Plant to You." It is cosponsored by the Council's petroleum section, LPGA and the American Society of Safety Engineers.

October 25-26—Mississippi LP-Gas Dealers Association Annual Fall Business Meeting and Election of Officers—King Edward Hotel, Jackson, Miss.

October 26-27—Minnesota LPGA Convention—Pick Nicollet Hotel, Minneapolis, Minn.

October 29-30—13th National Home Laundry Conference—Statler Hilton Hotel, New York City.

October 30—West Virginia LPGA Convention—Stonewall Jackson Hotel, Clarksburg, W. Va.

1960

February 25-26—Eastern Canada District LPGA Convention and Trade Show—Lord Simcoe Hotel, Toronto, Ont.

May 1-4—National LPGA Convention and Trade Show—Conrad Hilton Hotel, Chicago.

May 29-31—Mid-South District LPGA Convention and Trade Show—Peabody Hotel, Memphis, Tenn. (Arkansas and Tennessee will hold their annual state meetings during this convention).

All associations are invited to send in dates of their forthcoming meetings for this calendar.



NEW LP GAS-FIRED MONEY MAKER

the Johnson Radiant Pig Blanket

specially designed to keep pigs warm and dry in winter

Now you can offer hog raisers a brooder heater that takes the gamble out of winter farrowing. The Johnson Radiant Pig Blanket keeps two litters warm and dry in the worst winter weather. Lets the farmer farrow in the winter and get hogs to market when prices are highest.

Radiant Pig Blankets are good money-makers for you too. They're popularly priced at \$43.95, every hog raiser can afford them. And since they're fueled by LP gas, you have a good bottle gas customer with every Pig Blanket you sell.

Get in on the sure fire sales and profit that are yours with the Johnson Radiant Pig Blanket. Advertising and promotion aids are yours free.

Write today for complete information.



Elgin's NEW Model 50 Fully Automatic Water Conditioner

A NATURAL FOR YOUR MARKET

For soft, rust-free, filtered water —
Automagically!

A complete city and well water conditioner, Elgin's new Cabinet Model 50 softens water, removes rust and filters for sparkling clarity in one automatic operation.

The Model 50 is easy to install and requires minimum maintenance and salt attention. A "most wanted" appliance, easily sold on its looks and performance in city and rural areas alike, it is a natural tie-in with home improvement plans.

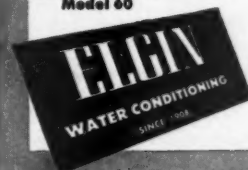
Elgin also produces a sales-mate for the Model 50—the economical, semi-automatic Model 60 tank-type unit. A 3-year guarantee, plus a 10-year warranty, is furnished on both units. And Elgin provides you—the dealer—with sales stimulating merchandising aids and demonstrators to make your selling job easier and more professional.



Semi-Automatic
Model 60

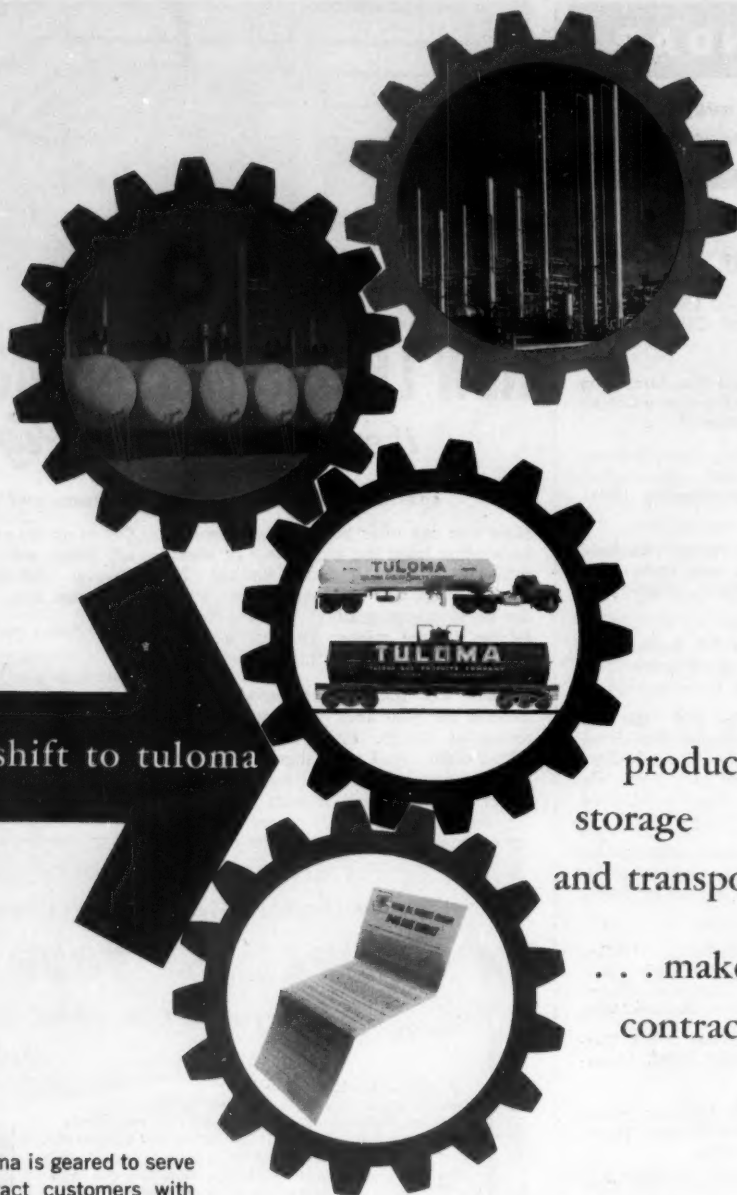


Fully Automatic
Model 50



Write for Full Resale Facts TODAY!

Home Appliance Division
ELGIN SOFTENER CORPORATION
243 N. Grove St., Elgin, Illinois



... shift to tuloma

production,
storage
and transportation . . .

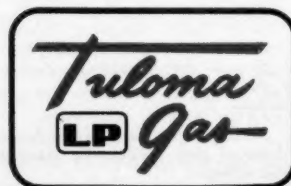
. . . make satisfied
contract customers

Tuloma is geared to serve contract customers with complete and dependable service . . . To become the most important part of our fast moving, highly efficient organization — write, wire or call Tuloma today!

TULOMA GAS PRODUCTS COMPANY

Pan American Building • Phone CHerry 2-3261 • Tulsa, Oklahoma

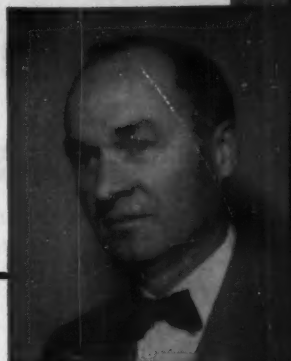
DISTRICT OFFICES: Williamsburg, Virginia • Casper, Wyoming • Salt Lake City, Utah • West Des Moines, Iowa • Ulysses, Kansas • Houston, Texas • Midland, Texas • El Dorado, Arkansas



BUTANE-PROPANE News

Beyond the Mains

With WILLIAM W. CLARK • Editor



\$5 million worth of help

WHEN YOU'RE OUT THERE ON THE SALES FLOOR, making a pitch for a gleaming new gas appliance, do you ever stop to think how much unseen, unheard help you're getting in making the sale?

Today, unless she's living in a vacuum, your customer is bombarded from all sides with sales messages which convince her to be receptive to your efforts. Your manufacturer has spent thousands of dollars to impress upon her the virtues of the product. Other, competing manufacturers have spent matching amounts to help build the total image of a gas appliance as the ideal type of appliance for the modern home.

More than that, you have an entire industry behind you. Your neighboring gas utility is helping you sell—unwittingly, perhaps—through its own advertising. The L-P Gas Council—purposefully—is doing its part.

But today, standing head and shoulders above the rest, is the American Gas Association, which does one of the finest jobs of industry-coordinated advertising and promotion in the entire nation.

The AGA's vehicle is its PAR (promotion-advertising-research) program, now well into its second decade. The program had a slow and somewhat timid start, but through copious injections of hard work, ingenuity, and above all money, it now stands as a powerful sales support for every gas company in the land.

The real impetus came about four years ago. At that time, AGA was scrimping along with a \$700,000 a year advertising budget, which was less than some individual electrical appliance giants were spending. The association was doing its best, but it was a losing battle. The gas industry's share of the appliance market was continuing to slip year by year.

A survey was undertaken to see what could be done. Consumers, it was learned, considered gas appliances old fashioned. They felt they lacked in modernity and automatic features.

Something drastic needed to be done to reverse this thinking. That something was a combination of money and a change in advertising emphasis.

To put the stress on modernity, the AGA decided to throw its biggest efforts into television. As most everyone knows, the result was the shared sponsorship of "Playhouse 90"—at a cost of millions of dollars!

Today, less than four years later, the advertising program is operating on a \$5 million budget, of which \$3.2 million goes into TV and \$1.8 million into print. Think of it: in less than four years, a seven-fold increase in the budget! These efforts have been so fruitful that next year another quarter of a million will be thrown into the kitty. Air time for commercials will be stepped up almost one-fourth.

All this benefits you just as much as it does every other gas company in the U. S. And it doesn't cost you a cent.

Are you taking the fullest advantage of it? You're coming into the year's biggest selling season right now. We believe the best single step you can take in building your Christmas business is to tie in just as closely as you can with the national promotion and advertising effort. That's why this second annual Christmas Sell-O-Rama is built around the national "Give a Gas Appliance" promotion.

And when you're out on the sales floor, treat that gas appliance with respect. Give it the full, five-million-dollar sales pitch!

On time on **FIRESTONES!**

They cut costs on LP-Gas deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!



TRANSPORT

SUPER ALL TRACTION



LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

Copyright 1959, The Firestone Tire & Rubber Company

Firestone
BETTER RUBBER FROM START TO FINISH

BUTANE-PROPANE News

WASHINGTON REPORT

by NEIL REGEIMBAL, Washington Editor



**New law means
TVA will grow
even faster** ★

THE TENNESSEE VALLEY AUTHORITY expanded too much under its old system of fairly tight Congressional control. Now with a bill signed into law in August by President Eisenhower, it has the new authority to sell up to \$750 million in bonds to finance its own expansion. So, its spread will be even faster. New figures show TVA last year added 540 miles of high-voltage lines and 12 new substations at a cost of \$25 million. It sold a new record of 57.2 billion kilowatt-hours of power, grossing \$236 million. Sales were up one-half-billion kw and revenues were up \$4 million over the preceding year. (Details on page 66.)

**Municipal utilities
growth continues** ★

MUNICIPAL ELECTRIC AND GAS UTILITIES continue to grow. Figures compiled by the U. S. Census Bureau show that municipal electric system revenues rose to \$925 million in 1958. This compares with \$810 million the previous year and \$682 in 1956. Municipal gas systems reported revenues of \$134 million last year, up from \$114 million the previous year, \$90 million in 1956, and \$68 million in 1955.

**Secretary Benson
talks tough to
rural electric co-ops** ★

AGRICULTURE SECRETARY BENSON is laying it on the line to the rural electric co-ops. In several recent speeches, he: demanded they stand more on their own feet, called for them to stop fighting legislation requiring them to pay realistic interest rates; warned them the Administration intends to press hard for passage of the measure next year. Meanwhile, new figures show that farm co-ops borrowed—at normal interest—a record \$3.9 billion from the Farm Credit System in the fiscal year which ended June 30. (See details on page 66.)

**Farm co-ops fail
to slip through
immunity bill** ★

FARM CO-OPS this summer began pushing through Congress a bill that would grant them immunity from some antitrust laws. The measure would permit farm co-ops to acquire "existing processing, marketing, and handling facilities." It is aimed primarily at permitting dairy co-ops to buy milk processing and distributing firms. The bill was quietly sent to the floor of the Senate without hearings, but opposition of the Justice and Agriculture Departments stopped action and forced the Senate Agriculture Committee to hold hearings.

**Another year of
boom-rate
home construction** ★

NEW HOME CONSTRUCTION should continue at present boom levels through this year and most of 1960, government housing experts say. This, of course, means continued strong demand for appliances, stoves, and furnaces. Through the first seven months of this year, new home construction ran just under the super-boom rate of 1950 and far ahead of any other year. Work was started on 822,000 new homes. That pace, if continued, would mean some 1.38 million new units this year. Builders point out the housing boom continues in spite of the uncertainty over new housing legislation.

**Tax depreciation law
may be eased** ★

BUSINESSMEN MAY FINALLY WIN some concessions in their long fight for more modern tax depreciation laws. Both Congress and the Treasury Department finally appear sympathetic. Inequities in the present outmoded laws slow business modernization, expansion, and efficiency. During the hearings this fall, the House Ways & Means Committee will study the depreciation problem on all aspects of present tax laws.

FISHER B100 Cylinder Valve Has All The Wanted Features

■ Special lubricant insures long service life.

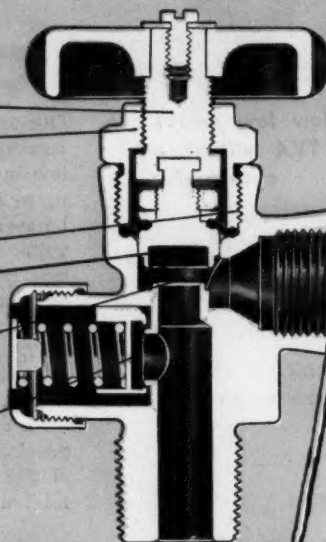
■ Manganese bronze stem resists wear and galling.

■ No luting compound required to seal diaphragm.

■ Field proven seat material for tight shut-off.

■ Maximum flow capacity.

■ Relief device for 200 lb. propane container.



Little Joe says:
"Fisher B100 with a diaphragm seal
gives you better service."

Here's news about a Fisher LP Gas Cylinder Valve that Little Joe wants to advertise in a big way. Study a few of the highlight features of the Fisher engineered Type B100 and you'll see why this is the ultimate in cylinder valve construction and operation. For full description, specifications and details, write for our special bulletin.

FILLING CAPACITIES

Pressure Drop Across Valve	2 psi	5 psi	10 psi	20 psi	50 psi	100 psi
GPM of LP Gas	3.2	5.1	7.2	10.2	16.1	22.7



IF IT FLOWS THROUGH PIPE ANYWHERE IN THE WORLD... CHANCES ARE IT'S CONTROLLED BY...



FISHER GOVERNOR COMPANY, Marshalltown, Iowa SINCE 1880

BUTANE-PROPANE News

BPN asks an expert:

What types of insurance coverage are needed by LPG dealers?



Many times, a company's insurance "program" is not really a program at all. It is a hit-or-miss buy-it-as-you-go collection of separate policies, some new, some old, and some in between. Some may have been purchased when the firm was new and small, some when it had grown to substantial size. Meantime, the situation may have changed, and the insurance requirements most certainly will have.

Insurance men strongly advise that, from time to time, you review your situation carefully. Recognize that your needs have changed, as have your abilities to stand a loss. You may actually be overinsured in some respects and underinsured in others. You may have the right kinds of coverage but they may not be written to your best advantage.

In reviewing your needs, you should have guide-lines—general principles of insurance coverage to help you decide what and how much to buy. To establish some guides for you, BPN assumed the role of a dealer in interviewing J. W. Alderson (left), underwriting manager for The Nelson Co., Atlas Insurance Agency, and Transportation Insurance Brokers Inc., all Los Angeles firms. The Nelson Co. writes insurance for approximately 50 LPG companies in the West so Alderson is intimately acquainted with the operator's problems.

Q. MR. ALDERSON, what are the general types of coverage that a dealer should have?

A. In general, a program should include liability insurance, workmen's compensation, fire, extended coverage, vandalism and malicious mischief, burglary insurance, fidelity bonds, accounts receivable, and group insurance on employees.

Q. Do all LPG operators have all these various types of insurance?

A. No, and not all of them should. It would depend a great deal on the individual case—but we'll come to that later. Of course, everyone should have liability coverage. That's your most important insurance purchase.

Q. How much liability insurance should I carry?

A. Again, that would depend. But you should buy high-limit insurance—we would suggest a mini-

mum of \$250,000 coverage for any one occurrence. Today, with the trend toward high awards in court cases, it would be wise to consider increasing your coverage to \$500,000 per occurrence—or even \$1 million.

You must remember, you are a "target" industry because of the nature of the product you carry. Suits asking as much as \$1 million are not unusual. When you get into that bracket, your defense

"Insurance companies are in business to insure against catastrophies. What they frown on are frequent little claims."

costs are bound to go up. The award may be much less—even within the limits of your insurance coverage—but defending the suit is probably going to cost you money. An insurance company is required to put you on notice that the suit asks for an amount greater than your coverage. If supplementary legal talent is needed, you are going to have to pay for it. So you are better off to cover yourself for an amount equal to the amount asked. Then you will have no worries.

Q. Won't this run up my premiums pretty high?

A. No, the additional costs are minor compared to the additional coverage you will get.

Q. Why do you specify \$250,000 as a minimum instead of some other figure?

A. This is based on experience in the LPG industry. Very little can be saved on premiums by buying less coverage.

Q. What should be the breakdown on limits of coverage—how much coverage should I have per person for bodily injury?

A. It's best to have a single limit type of contract. Instead of having to decide how much is necessary for one person or one occurrence and how much is necessary for property damage, you boil it down to one decision. You decide how much coverage you want per occurrence and that's that.

Q. But my automobile insurance is written as "50 and 100," so shouldn't I have the same type of coverage for my business?

A. No, the "split level" type of insurance is going out of style. It's still the standard policy for automobiles, but we can and do write single level contracts on a custom basis.

With a single limit, you can get a small reduction in total premium and a large helping of peace of mind. You know that with every occurrence you'll be covered up to an unvarying limit.

Q. Is there any advantage to be gained in buying liability insurance as a "package"?

A. Yes, definitely. Your liability policy should be comprehensive, covering all automobile, products, and general exposures. This will prevent argument among carriers as to who is responsible for "picking up the tab."

Too often, one form of liability insurance is placed with one company and another form with another company. When a loss occurs and he needs protection, the policyholder may find he is left stranded in midstream.

This kind of insurance buying is a hangover from the past. Traditionally, liability insurance was built up in "blocks" which might include, for example, an automobile block, premises block, products block, and other blocks such as contractual, automobile non-ownership, etc. Separate policies are even written on elevators.

But each policy has exclusions and conditions, and between them there may be wide gaps in coverage. When a loss occurs, the assured might suddenly find that he was not covered for that type of occurrence.

On the other hand, a comprehensive policy may be written that will cover all automobile, products, and general exposures. This fills in those potential gaps.

If you are a small dealer, you might also find you can save money on your premiums by buying a package. Each type of coverage, if written as a separate policy, carries a minimum premium. The coverage you need might be less than the minimum provides. On a lump policy, you don't have this problem.

Q. Are there any other basic things I should know about buying liability insurance?

A. Yes, there's one very important thing in particular. Buy property damage coverage subject to a small deductible. Here's why. Insurance companies are obliged to pay for only those losses that result from your negligence. But suppose you damage your customer's property while exercising due care. Who's to pay?

Here's a classic example. One of your employees drives over an unmarked cesspool. It collapses. The customer feels it's your fault. But your insurance carrier finds no evidence of any negligence on your part, so refuses to pay the claim. The customer is unhappy, and may get a little unreasonable and take his business elsewhere.

With deductible insurance, you would go ahead and pay it yourself and forget it—if you wanted to keep the customer. At the same time, you would be keeping your claims record clean. Besides, you would save on your premium.

Q. But if there was no claim paid, why would the insurance company object?

A. Because it costs a great deal to investigate claims, even if they are refused. Insurance companies are in business to insure against catastrophies. They expect to pay for these. What they frown on is frequency. It's the old Chinese water treatment story—the little drops falling constantly drive you crazy.

Q. If I take out deductible coverage for property damage, what should the limits be?

A. As high as you can afford—\$50, \$100, \$500, or more. Remember, your criterion is catastrophe. How much can you afford to pay for a single claim?

Q. What other types of coverage should be included in a comprehensive policy?

A. Fire, theft, and collision insurance, by all means. These help "beef up" the premiums you pay to your comprehensive carrier, and he can afford to give you just that much better service. He can keep

EXCLUSIVE
BPN

in closer touch with your operation.

Q. How about fire insurance? What should be covered?

A. This should be bought with extended coverage and vandalism and malicious mischief insurance. It could cover all property you wish to have insured, including gas storage tanks and everything necessary to the conduct of your business, excluding motor vehicles. The rate should not exceed 75 cents per year per \$100 of coverage. You may get a better rate on a three-year basis.

Make certain that you understand what your fire insurance policy covers. Most underwriters will attach what is known as an "average clause." This simply means that, in consideration of a reduced premium, you have agreed to carry an amount of insurance equal to a certain agreed-upon percentage of the value of the property to be covered.

Suppose, at the time you contracted for the insurance, you didn't realize that certain items were covered. You suffer a loss and make your claim. Then you find that the value of the property covered exceeds the declared value, invalidating the "average clause." You have violated your contract. So, be sure you know what your policy covers. Exclude those items you don't want covered and include only those you do.

Q. How about theft coverage?

A. This may not be too important, depending upon circumstances. But if you carry burglary insurance, be sure to broaden it to cover the whole field of theft. The term "burglary" implies a limited set of conditions having to do with breaking and entering, whereas theft is broader and gives you better coverage.

Remember, burglary is hardly to be considered a "catastrophe" for your type of operation.

Q. How about fidelity insurance?

A. This is a type of insurance that not too many employers—generally speaking—carry. They have only "trusted employees"—until one of them walks off with the cash register.

Fidelity insurance covers dishonesty losses by employees.

There are two types that may be purchased—the "primary commercial bond" and the "blanket position bond."

Q. What's the difference?

A. The primary commercial bond provides coverage on a per-loss basis while the blanket position bond covers you on a per-employee basis. Let's suppose you have a \$10,000 primary commercial bond. If an employee steals \$10,000 from you, you get full indemnity for your loss. If two employees steal \$10,000 each from you on a collusive basis, you would still only receive \$10,000 even though your loss was \$20,000. But with a \$10,000 blanket position bond, you would be covered for the entire amount (\$10,000 per employee).

Q. So, I assume, a blanket position bond is a better buy?

A. No, it's the other way around. A primary commercial bond costs less, so you can carry more per-loss protection, if you wish. With a blanket position bond, you would still be limited to the per-employee amount of the policy, no matter how much the one employee took. Besides, experience shows that instances of collusion in such cases are rare.

Q. In other words, we trust that only one employee will be dishonest at a time. But how much coverage should I carry?

A. Coverage should be at least one-third of your annual dollar sales. One other thing—be sure your insurance covers all employees and contains no limitations, by definition of "individual cover," as to coverage per loss.

Q. You said I should insure my accounts receivable?

A. Yes, you should at least give serious thought to it. If your accounts receivable records are lost by fire or other calamity, you would have difficulty recouping the total amount due. Some customers would not know how much they owe you. There are others who would not voluntarily pay. This type of insurance is obtainable at a very reasonable premium.

Q. How are claims adjusted?

A. On the basis of your operations for a recent period. The company will pay you the difference between the amount you collect and what is decided to be the probable amount of credit outstanding.

Q. Is this kind of insurance easy to get?

A. You must have a good means of keeping the risk low. A reasonably fireproof safe, vault, or other container for overnight storage of your accounts is required.

Q. We haven't discussed compensation insurance as yet. Is there anything I should watch for on this?

A. Yes—make sure it embraces all employees. In the case of a corporation, make sure it covers all officers. If you are a partnership, include coverage of all partners. If you are a proprietorship, be sure you yourself are covered. The compensation acts of most states permit this coverage, but most policies will exclude officers. This is because of the broader ranges of liability, owing to their position. Many times, they are still acting in their official capacity after working hours, whereas employees are not. The risks are greater.

Make sure your policy is explicit on this point.

Q. This brings us to group insurance on employees. What should I carry for them?

A. The best type of insurance is a comprehensive or "major medical" contract. This protects them against loss as a result of catastrophe, illness, or accident. Again, you're not looking for protection against minor losses that the employee can pay for himself. That would be nice but costly.

If your concern has less than 10 employees, look into your association's program. It is likely you will obtain better coverage in a group program than you could work out on your own. But if you have 10 or more employees, you may do better as an individual company, and you have the advantage of administering and handling your own program. However, the association programs in force today are excellent and should be investigated carefully in any case.



How to handle L.P. GAS EMERGENCIES

Basic Precautions

1. Approach the fire or gas leak from up-wind.
2. Keep all persons out of vapor cloud area. If necessary to evacuate any area which is in the path of the vapor cloud, do so immediately, eliminating all sources of ignition at the same time.
3. Police the area. Keep all persons at least 200 ft away from the area, except those necessary to cope with the condition.

Leakage of LPG Without Fire

1. If escaping L. P. gas is not on fire, close any valve available which will stop flow. If an L. P. gas vehicle is involved, consult the driver; or if storage facilities are involved, consult plant personnel regarding possibilities of shutting off leakage.
2. Water spray is effective in helping to disperse L. P. gas vapor. If available, it should be used as soon as possible, directing the spray stream across the normal vapor path and pushing the vapor into a safe location. Those handling the hose should avoid entering the vapor cloud and should keep low behind the spray so that they will be somewhat protected from radiant heat if the vapor should be ignited unexpectedly.
3. In some instances of leakage from a tank without a fire, it may be desirable to move the tank to some remote area where it can leak safely without a source of ignition such as a blocked off isolated roadway or open field. However, if this is to be done, it should

not be moved in anything but an upright position. Never drag the tank in a manner which might damage valves or piping. Any attempt to turn a tank back upright to move to some remote location should be carefully done to avoid damage to valves and piping.

Leakage of LPG Which is On Fire

1. As a general rule, an L. P. gas fire should not be extinguished unless the leakage can be stopped immediately.
2. If the escaping gas is on fire, apply large quantities of water to all surfaces exposed to heat as quickly as possible with approach to the tank being made from the sides. Concentrate on piping and metal surfaces of vessel or adjoining vessels, equipment or combustible surfaces exposed to flame or intense radiant heat. Hose holders or monitor nozzles are very desirable where continued application of large quantities of water is considered necessary.
3. Consult driver of vehicle or plant operating personnel (as the case may be) regarding possibilities of shutting off fuel supply. Stopping the flow of gas should be the first consideration.
4. Dry chemical or CO₂ extinguishers are suitable for small L. P. gas fires with dry chemical being the most effective. In either case the extinguishing agent should be directed into the gas stream at the base of the flame.
5. If the only valve which can be used to stop the flow of fuel is involved in fire consider the possibility of effecting shut off by protecting firemen with water fog streams and

These recommended procedures were developed by H. T. Markee, A. F. Dyer, and Paul W. Tucker of Phillips Petroleum Co., in consultation with many other industry experts. They are intended for use by firemen and industry personnel.

Emergencies can be met intelligently only if the characteristics of the gas and the equipment are understood. All persons who

might use these procedures should be familiarized with plant layouts and operations, including location of shutoff valves and safety devices, and construction of trucks, transports, storage tanks, and portable cylinders.

As in any emergency situation, it is of paramount importance that human life not be endangered.

reflectorized suits or other protective clothing while they are closing the valve. Proceed slowly to avoid any flash-back or trapping firemen in the flames.

6. The controlled burning of escaping L. P. gas (which cannot be shut off by closing a valve) is a commonly accepted fire-fighting practice. The application of sufficient water to keep the shell of the vessel and piping cool will allow the fire to consume the product in the tank without danger of causing failure.
7. When sufficient water is not available to keep the tank cool, some warning of increased pressure may be noted from the increase in volume of fire or noise level and should serve as a signal to consider the withdrawal of all men to a safe area.
8. Failure of L. P. gas tanks usually occurs only when some portion of the metal surface in the vapor space of the vessel becomes overheated, softens and weakens to the point that it will not contain the pressure of the product. In the absence of sufficient water to keep the metal surface cool where it is exposed to direct flame impingement or extreme radiant heat, there is danger of the tank rupturing and creating a condition which is commonly described as an explosion although it is not an explosion in the true sense of the word.
9. Shooting holes in an L. P. gas tank that is involved in fire does not serve any useful purpose and should not be permitted.
10. Ordinarily, no attempt should be made to move any tank involved in a fire as usually little would be gained in reducing the hazard. However, if specific conditions develop

to where it is considered desirable to move the tank, it should not be moved in anything but an upright position. Never drag in a manner which might further damage valves or piping. Any attempt to turn the tank back upright to remove to some remote location or to facilitate product withdrawal should be carefully done to avoid damage to valves and piping.

Serious Exposure of LPG Equipment From Adjacent Fire

1. It is always important to control any exposure fire. In addition, in event L. P. gas storage vessels or equipment are subjected to serious fire exposure such as from a nearby burning building or fire involving another fuel, it is of prime importance to apply sufficient water to keep the shell of the vessel and piping cool to avoid any unnecessary release of L. P. gas.
2. If the L. P. gas storage vessel becomes heated to the point of causing the relief valve to function, the discharge should be allowed to burn if it becomes ignited (or in some circumstances, as indicated above, it is desirable to ignite the discharge) and at the same time continue to apply large volumes of water to the vessel and piping to keep it cool and to allow the relief valve to close after the excess pressure has been relieved.
3. Portable L. P. gas cylinders that are exposed to a serious fire should be moved to a safe location.* ■

* Firemen advise that this be done with extreme caution. Cylinders should be cooled down before they are moved. Those with spring loaded relief valves are much safer to handle than cylinders equipped with fusible plugs.

Facts and Figures on LPG sales in 1958 (see page 11 - Highlights)

Sales of LP-gases $\frac{1}{2}$ in the United States, 1957-58, by State and use
(Thousand gallons)

States by districts	Domestic and commercial		Internal combustion		Industrial	
	1957	1958	1957	1958	1957	1958
District 1:						
Connecticut	25,649	26,245	565	357	13,301	10,690
Delaware	9,474	10,574	85	159	1,483	1,483
Florida	107,681	130,968	9,591	13,205	6,303	8,968
Georgia	69,422	60,893	5,540	3,750	11,066	11,066
Illinois	18,672	19,100	73	340	1,221	1,005
Maine	30,702	29,327	690	381	2,566	2,971
Maryland & D. C.	33,287	35,725	276	475	3,459	3,559
Massachusetts	13,045	13,555	-	244	1,103	577
New Hampshire	35,364	37,766	709	2,022	22,099	17,694
New Jersey	80,696	91,087	2,569	3,489	11,965	11,965
New York	64,173	57,320	1,743	2,287	7,588	7,588
North Carolina	50,525	54,080	1,096	2,756	3,445	3,445
Pennsylvania	6,775	6,674	9	307	613	30,542
Rhode Island	43,346	41,820	1,574	1,402	6,195	7,736
South Carolina	39,125	33,036	499	93	921	1,220
Vermont	6,241	6,733	579	340	5,156	5,04
Virginia	64,171	66,329	25,598	32,926	133,120	120,508
Total						
District 3:						
Alabama	90,350	90,350	6,321	7,420	4,660	2,976
Arkansas	100,124	112,037	31,327	38,646	2,972	9,046
Louisiana	68,916	48,612	27,095	17,119	14,933	14,933
Mississippi	82,971	73,001	26,455	21,905	7,729	4,143
New Mexico	50,584	53,411	36,590	30,561	8,119	7,163
Texas	769,418	429,201	344,082	270,786	52,976	109,757
Total						
District 4:						
Colorado	70,380	75,506	12,508	14,859	5,646	3,968
Idaho	12,977	8,233	264	472	1,576	1,408
Montana	23,143	10,132	3,090	1,802	1,469	1,469
Utah	18,666	8,513	2,322	2,435	1,123	841
Wyoming	26,644	18,229	7,479	9,419	2,080	1,395
Total						
District 5:						
Arizona	16,204	16,204	1,408	1,408	1,408	1,408
California	150,108	150,108	1,408	1,408	1,408	1,408
Nevada	7,407	7,407	1,408	1,408	1,408	1,408
Oregon	33,417	33,417	1,408	1,408	1,408	1,408
Washington	19,001	19,001	1,408	1,408	1,408	1,408
Total						
Total U. S. sales						

1/ Data include LP-gases.

2/ Individual states not shown to avoid disclosure of individual company data.

Sales of LP-gases $\frac{1}{2}$ in the United States, 1954-58, by principal uses
(Thousand gallons)

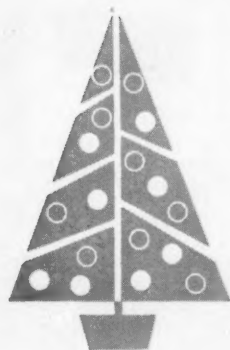
Year	Domestic and commercial	Internal combustion	Industrial	Refinery fuel	Gas mfg.	Chemical	Synthetic rubber	Used in the secondary recovery of petroleum	All other	Total
1954----	2,686,808	547,204	375,121	(2)	191,932	1,090,239	307,735	(3)	26,494	5,125,533
1955----	2,801,379	651,481	423,431	101,033	213,760	1,493,177	406,210	(3)	31,907	6,122,718
1956----	3,001,021	773,471	438,916	142,550	212,293	1,600,604	418,101	(3)	46,767	6,635,763
1957----	3,067,070	805,056	441,474	122,405	231,155	1,732,338	418,189	68,557	52,877	7,239,121
1958----	3,293,677	852,397	492,862	179,231	236,911	1,896,862	371,961	68,981	65,217	7,462,089

1/ Data include LP-gases.

2/ Not reported separately before 1955.

3/ Not reported separately before 1957.

The Second Annual **BPN** CHRISTMAS SELL-O-RAMA



Tailor Your '59 Christmas Promotion to Your Needs

ROBERT CLAY

the new **MAGIC CHEF** for 1960...

puts
a Touch of
Magic
in your sales!



The new **MAGIC CHEF** for 1960 introduces to the gas industry the totally new **MAGIC CONTROL CENTER** with its fabulous calculator—the **Dial-a-Magic Roasting Control**.

Put a Touch of Magic in your sales today with 1960 **MAGIC CHEF Gas Ranges**

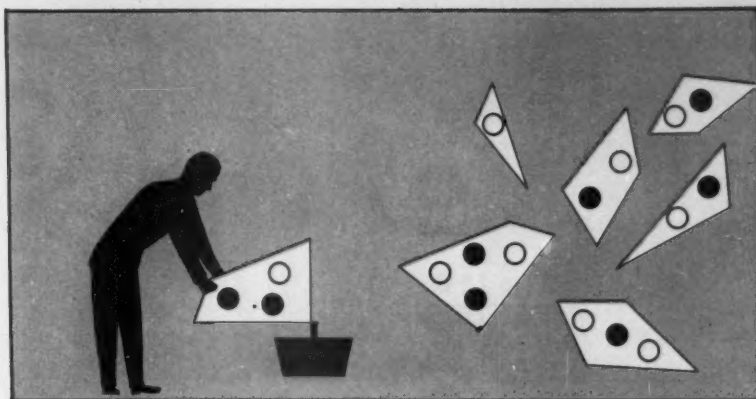
- * New Sculptured Styling
- * Newest automatic feature on any range — the **Magic Control Center** — one simple-to-operate panel containing all automatic oven controls.
- * Merchandising Aids to tie-in with **Magic Chef's** extensive national advertising campaign, reaching 138,451,218 U. S. homemakers
- * Full profit margin for you.

Contact **MAGIC CHEF**, Cleveland, Tennessee Today for your 1960 **Magic Chef** gas ranges.



Magic Chef®

CLEVELAND, TENNESSEE



To Boost '59 Sales Totals, try a Tailored CHRISTMAS Promotion

FOR many merchandisers, Christmas will be the Number 1 selling season of 1959. You can fit into this profit-swelling category and boost your 1959 sales totals to a new record in the process. You can do both if you get on the right track and work hard.

The important thing is getting on the right track. You need a Christmas promotion plan. And in order to do the proper job, it must really fit your needs. Because your business isn't quite like any other, your needs won't be identical to those of the next dealer.

Therefore, BPN suggests that each dealer tailor his 1959 Christmas promotion to his own needs. This Christmas Sell-O-Rama section was prepared with that thought foremost in mind. Much material is available for your tailored promotion. The possibilities are virtually limitless.

You can tie in your efforts with a big national Christmas promotion, reaping the benefits of national magazine and television advertising and buying at low cost already-prepared displays, window posters, newspaper ad mats, recorded radio commercials, outdoor posters, etc.

You can grab onto the shirt-tail of non-Christmas national promotions of gas appliances by applying the Christmas touch to displays being made available this fall.

You can use your imagination to whip up your own Christmas displays, choosing materials from the overflowing catalogs of display houses.

You can bring in prospects and please regular customers with little Christmas gifts, using giveaways that promote gas.

You can broaden your line of LPG-using merchandise to increase your profits and make your customers more gas-conscious.

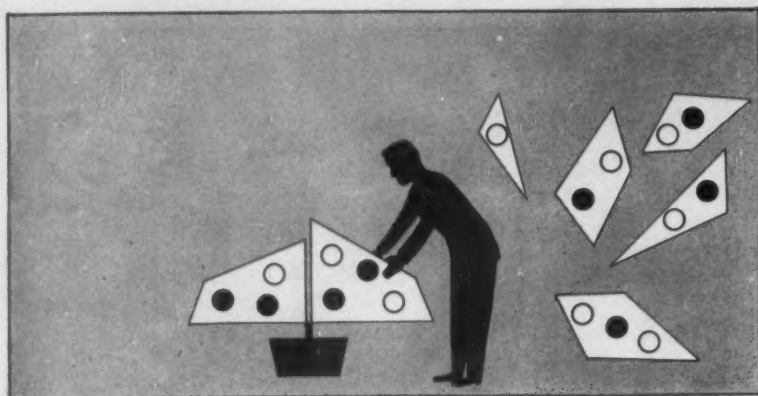
You can spark the entire program with one or more promotional ideas that will bring attention and goodwill to your company.

You can put all these things together in tailoring your own program.

Do you want to build showroom traffic? Do you want to sell in customers' homes? Do you want to sell in other stores through tie-in displays and point-of-purchase salesmen? Would you like to get schools, students, and teachers to help you? Would you like to focus public attention on your business to make it a household word in your territory?

You can achieve any of these goals or any Christmas sales goal within reason. All you need is a Christmas promotion tailored to your needs—and the effort it takes to put it across.

Why not carefully skim through the next 29 pages of BPN's 1959 Christmas Sell-O-Rama? It'll only take a few minutes, but you'll find many useful ideas. Let these ideas germinate in your mind for a few days. Then, assemble them into an integrated plan. But don't let this take too long, for by October 15, there'll only be 60 selling days left to Christmas!



Tie in With a National CHRISTMAS Promotion

THE whole idea of tying in with a big national promotion is to reap the benefits of its national advertising and to make use of its dealer tie-in material. Naturally, the better-established and bigger the promotion, the more the tie-in dealer stands to gain—in both more extensive advertising and a better assortment of tie-in material.

The biggest and best-established Christmas promotion that the LPG dealer can utilize is the one offered by the American Gas Association. It annually features a top-magnitude movie star as Santa Claus. The first stars to participate were Bing Crosby in 1957 and Fred MacMurray and June Haver in 1958.

This year, the AGA Santa is Jimmy Stewart, a highly satisfactory choice. Jimmy is as well-established and well-liked as just about any star in show business. He, his wife, and their four children are featured in all of this year's AGA Christmas promotion material.

In each case, their message is the same: "Join the Jimmy Stewarts This Christmas. Give a Modern Gas Appliance, the Family Gift."

This message will be repeated an estimated 35 million times in national magazines. In addition, it will be beamed into 96 million living rooms via one of the nation's most popular and respected television shows.

The complete array of tie-in material includes: recorded commercials for local radio station use by dealers, magazine ad reprints, newspaper ad mats, large and small displays, window posters, car, truck, and counter cards, and bill-

board posters. Also available are such extra touches as a film for sales meetings, tree-ornament gift certificates, and playing cards for giveaway use.

You can profit from all this national advertising, from all the work that went into making up this promotional material. Every additional participant in the promotion helps to build up the desired cumulative effect. Therefore, LPG dealers are welcome to hop aboard for an extremely low-cost ride.

Cut yourself in on this Christmas pie that otherwise will be shared only by the gas utilities, gas appliance manufacturers, and straight appliance dealers. Make sure your customers are aware that the family gift gas appliances they have seen in magazines and on television are also L. P. gas appliances. Impress them with the fact that *your* place is where they can buy those glamorous gas appliances.

The full range of AGA's 1959 Christmas promotion material is displayed on the two following pages. (The sole exception to this is the playing card set, shown on page 46.) Look over the material and check those items that could fit into your tailored program.

Sufficient information is provided, so you can use these pages to order. Ordering addresses are:

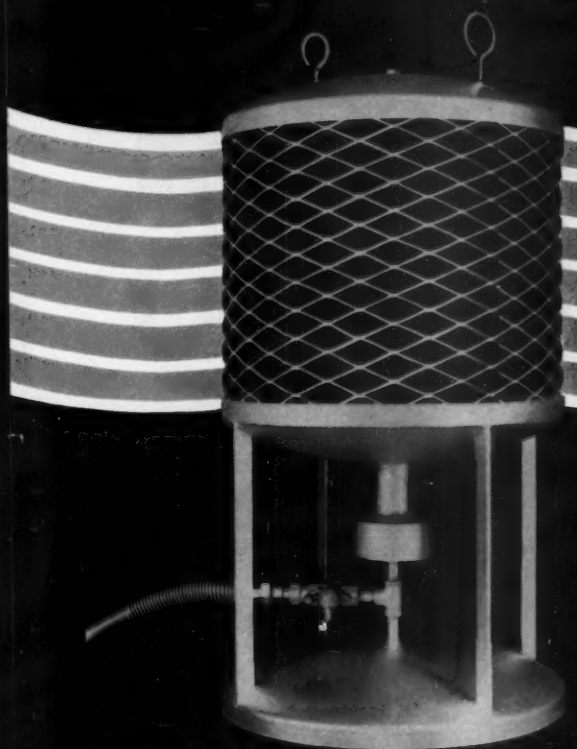
Order Department, American Gas Association, 420 Lexington Ave., New York 17, N. Y.
The Cramer-Krasselt Co., 733 N. Van Buren St., Milwaukee 7, Wis.

Albert L. Ramsay, Western Newspaper Union, 310 E. 45th St., New York 17, N. Y.

NEW

it's **RED
HOT**

it **SELLS
GAS**



100,000 & 50,000 BTU SIZES

SPACE-RAY

"on the job" **RADIANT HEAT**

PORTABLE where it's needed
when it's needed

FOR—INDUSTRIAL PLANTS, INDOOR OR OUTDOOR CONSTRUCTION OR
MAINTENANCE WORK, GARAGES, WAREHOUSES, LOADING DOCKS,
FARMS, ETC.

PORTABLE SPACE-RAY

RADIANT GAS HEATERS

**SELL the hottest portable
radiant heater ever made
for industrial, commercial,
or farm use...**

The Space-Ray portable gas heater is a very high capacity unit that produces radiant heat in the most efficient manner possible, for use in "hard to heat" indoor or outdoor work areas. Space-Ray's cylindrical perforated stainless steel heat exchanger surrounds a large cast-iron Turbo-Flame burner. Intensely hot combustion gases are forced out through the tiny holes in the heat exchanger causing its entire surface to glow red hot. This enables the Space-Ray to beam a greater amount of useable radiant heat over a wider area than any other portable heater or salamander of similar BTU input. A safety-guard prevents contact with the red hot screen. Space-Ray, constructed of heavy gauge steel, has a 100% safety shut-off valve for maximum safety. Each 100,000 BTU unit is 36" high, 18" in diameter, weighs 50 lbs, and comes completely assembled. Price to dealer is \$50.00 less 10% 30 day discount FOB Charlotte. 50,000 BTU unit priced slightly lower.

**Produces more than twice as much useable
radiant heat as old style salamanders.**

**FREE
TRIAL
OFFER**

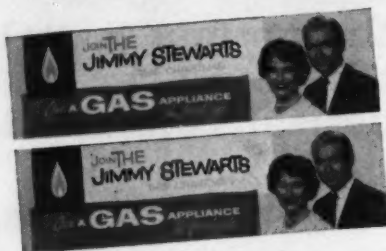
BRIGHT LEAF INDUSTRIES A 2
P. O. BOX 3115 • CHARLOTTE 3, N. C.

Please Ship 1 Trial Unit, _____ BTU Size.
If Not Satisfied I'll Ship Back Within 30 Days.

Firm _____
Address _____
City _____ State _____
Signed By _____

IN CANADA CONTACT — TURBO GAS EQUIPMENT LTD., P. O. BOX 271, DELHI, ONT.

The JIMMY STEWARTS
can sell your appliances
in many ways



Five-piece display kit—For window or in store use, this complete kit features all the Stewarts, Gloria and Jimmy, Ronald and Michael, and the twins, Judy and Kelly, in gay, natural colors. Included are: one large 38 x 46½ in. three-dimensional display; two 13½ x 16¼ in. miniature

counter displays; and two 36 x 10 in. window posters. The large display comes with poles for attaching to the back of an appliance, if desired. The five-piece kit is \$8.50, F.O.B. Chicago. Order from AGA Order Dept. (Address on page 36.)



Truck, Car, and Counter Cards—Measuring 11 x 28 in., this full-color piece is intended for use in street cars and buses, comes in weatherproofed version for mounting on service and delivery truck doors, and with easel for counter use. Costs (per card) are: .80 for 50 to 100; .75 for 100 to 199; .65 for 200 to 299; .60 for 300 to 499; .50 for 500 or more. Imprinting is \$1.25 per lot of 50; weatherproofing, .04 per card; easel, .03 per card. Order from Cramer-Krasselt.

Billboard Poster—You can really create an impression in your territory with a few of these full-color 24-sheet posters. Measuring 8 ft. 8 in. x 19 ft. 6 in., they can be purchased in any quantity, and your name can be imprinted at very low cost. Prices (per poster) are: \$13.75 for 14 or less; \$11.65 for 15 to 49; \$10.80 for 50 to 99; \$10.15 for 100 or more. After an initial \$3.25 type-setting charge (paid once), imprinting costs only .15 per poster. Order from Cramer-Krasselt.





Playhouse 90—Each week for eight weeks prior to Christmas, the Stewarts will broadcast their Christmas sales message into 12 million American homes via this top-rated television program.



Sales Meeting Film—Produced in Hollywood by Warner Brothers Studios, this 10-minute film lets the Stewarts tell your sales people about the AGA Christmas campaign. \$17.49. Order from AGA Order Dept.



Local Radio Commercials—For use on your local radio stations, a record features the Stewarts in a pair of 60-second commercials, one refrigerator, one Gold Star range. \$1.25. Order from AGA Order Dept.



National Ads, Ad Reprints, and Blow-ups—The Stewarts' Christmas sales message will be repeated 35 million times in such magazines as "Better Homes & Gardens," "Ladies' Home Journal," and "McCalls." Full color reprints of these ads are available at \$30.00 for 500. Order from AGA Order Dept.

Tree-Ornament Gift Certificates—This 9 in., three-dimensional Jimmy Stewart Santa is a tree ornament to be given customers who prefer to have their gift delivered after the holidays. \$48.00 per 1000. Order from AGA Order Dept.



Newspaper Ad Mats—Available for use in your local paper are: 2, 3, 4, and 5-col. Gold Star range mats; 2, 3, and 4-col. mats for either all-gas kitchen, water heater, or clothes dryer; 3 and 4-col. mats for refrigerator freezer. Prices are: 2 col. x 10 in., \$1.50; 3 col. x 10 in., \$1.75; 4 col. x 12 1/2 in., \$1.80; 5 col. x 14 1/4 in., \$2.00. Reproduction proofs are same price as mats. Order from A. L. Ramsay.



**YOU SELL MORE BECAUSE...
YOU HAVE MORE TO SELL
WITH THE JOHN WOOD FULL LINE**

plus

HIDE-A-WAY

**SELLS THOSE HARD-TO-FIT
HOT WATER INSTALLATIONS**



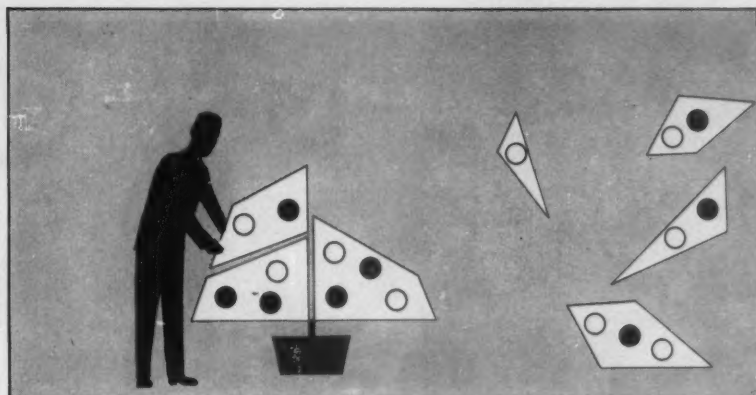
John Wood's Hide-A-Way gas water heaters fit where others can't—where space is limited and dependable hot water service is a "must." Makes sales where you never sold before. Glasslined and galvanized models.

JOHN WOOD COMPANY

Heater and Tank Division

Censhohocken, Pennsylvania • Chicago, Illinois





Fall Appliance Promotions Provide Two-way Lead-in to CHRISTMAS

YOUR Christmas promotion can and should start long before you trot out the tinsel and Santa Claus. Fall appliances promotions by both individual manufacturers and the AGA began in August and—as you read this—are at high pitch.

Ads appearing in magazines and newspapers and on television and radio during August, September, and October are making the consumer appliance-conscious. You can cash in on this by putting these promotions to work for you right now.

Check with your distributors and manufacturers' representatives immediately. Find out what you can do during October and early November to associate your customers' increasing awareness of gas appliances with the thought that these appliances should be purchased at your place. While you're at it, check to see if any of the products you handle will be featured in manufacturers' Christmas promotions. If so, plan to include them in your tailored plan.

Then, take a careful second look at the AGA appliance promotion displays shown on these two pages. All four are currently available. All four push gas appliances that make good family Christmas gifts. All four can be given the tinsel-and-holly treatment and used throughout your Christmas promotion. See the illustrations on the opposite page for possible holiday effects.

Get that Christmas promotion rolling today by ordering one or more of these displays. All prices are F.O.B. Chicago. Send your order to AGA Promotion Bureau, 420 Lexington Ave., New York 17, N. Y.



Water Heaters—This clever, full-color, two-piece display fits onto your water heater. It has a double appeal, stemming from the three-dimensional effect and the warmth of the cute kids. The upper piece measures 25 x 31 in.; the lower, 40½ x 26 in. \$5.60.



Clothes Dryer—This full-color, animated display mounts on the back of a dryer. It also has a double appeal, "Save work," "Save Money." The woman's arms move back and forth, putting clothes in the dryer and money in the bank while alternating the two sales messages. Inexpensively operated by flashlight batteries, it delivers the message fast, stops traffic. Measures 34 x 38 in. \$7.75.



TOUGH BUYERS demand Reznor unit heaters ... **In 70 years, only 1/10 of 1% factory replacement!**

If you want to avoid extra servicing and call-backs, you've got to be a tough buyer! You've got to pick a heater that not only works right when you buy it, but will keep on working right. That's why so many plumbing, heating and air-conditioning contractors demand Reznor. There may be less expensive heaters on the market, but none with Reznor's long-term performance record: only 1/10 of 1% factory replacement in 70 years!

EVERY UNIT FLAME-TESTED ... You can be sure that your Reznor heaters will arrive in top running order. We

flame-test each unit before shipment. Saves you the bother and expense of uncrating and bench-testing, too.

LONG-TERM FUEL SAVINGS ... Here's where your customers benefit from your "tough buying." Reznor's sensitive, long-voltage thermostat and controls, and two-speed fan with automatic speed selector, keep heat even, without blasts. A Reznor uses less fuel to maintain comfortable heat.

For the full story, phone your Reznor distributor, or write Dept. 4A, Reznor Manufacturing Company, Mercer, Pennsylvania.

The heating world is full of tough buyers; that's why Reznor is the world's largest selling direct-fired heater!

REZNOR HEATERS

"THE TOUGH BUYERS' LINE"

BUTANE-PROPANE News



Automatic Heater—This full-color, three-dimensional, animated display banks on the premise that everyone loves a baby. It'll be a rare parent who won't be halted to read the sales message as the three heads nod sleepily back and forth, operated by a flashlight battery. Measures 32 x 29 in. \$6.00.



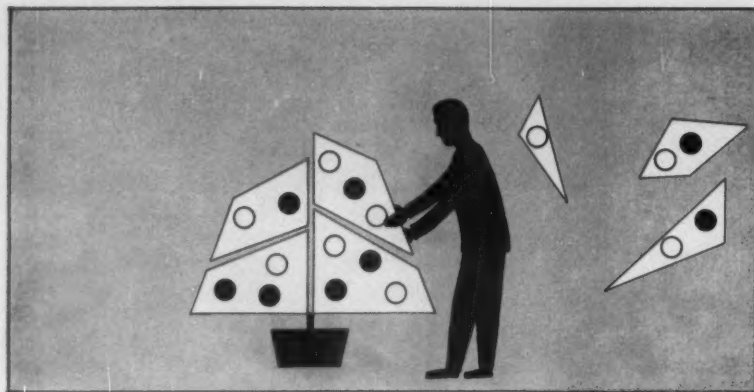
Another good item for conversion to the Christmas theme. The geometric design lends itself well to a simple garland-and-Christmas-ornaments treatment. Garlands could be of either holly or greens, used either sparingly or generously. Ornaments should not be too big and should be simple in shape but bright. If you have someone who regularly letters signs for you, he might insert a new "balloon" above the woman's head. It could say something like "For a carefree Christmas dinner . . ." or "Christmas will be Mother's Day if she can . . ." (cook with a gas range). If you have a glass-oven-door range, install a light to reveal a pan-full of real Christmas cookies. Or, you could leave the oven door open and lay a Christmas hot pad on it.



A natural for late November conversion to the Christmas look—The happy smiles on the wee ones' faces suggest the phrase "With visions of sugar plums dancing in their heads . . .". You might incorporate this cheery thought in a banner above the display. Or, you might stress: "Make sure they're warm as plum pudding on Christmas morn." Visual changes could include a Christmas paper border applied to the edges of the sheet and pillow cases, a small candy cane hanging from the bear's paw, and a low mound of greens surrounding the base. An audio alteration that would attract much attention would be accomplished by tying tiny bells in the hair bows.



Range—This one not only stops traffic but holds it. Besides being in full color, it features three shadow boxes with color transparencies that automatically light up, one at a time. Anyone who sees one of these mouth-watering pictures will surely stay with the display long enough to get its entire appetizing appeal. The unit mounts on any range. A single cord plugs into a wall outlet. Measures 37 x 40 in. \$7.75.



Your Imagination + Standard Display Materials= Displays Tailored to Your Business



2



WANT a special sort of display, one that really bears the stamp of your business? Or do you prefer "something that's just nice and Christmasy"? Are you a confirmed do-it-yourselfer who likes to use his imagination to work out his displays? Or are you the type who wants it all done quickly and easily, using ready-made components?

If you've answered any of these questions affirmatively, your best bet is a display house. Whether you need a few gold stars or a complete window display, contact the dealer listed under "Display Equipment & Materials" in the classified section of the phone book in any good-sized city.

To give you some idea of the materials readily available to fit into your tailored displays, BPN skimmed through the catalog of one display house. These few items are only a small cross-section of what a display material dealer offers (prices are approximate):

1. Santa's head cutout—for windows, counter displays, etc.; two sizes, 12 in. and 18 in.; either size 75 cents.
2. Santa cutouts—in full color with easel back; two sizes, 3½ ft., \$3.00, and 5 ft., \$4.75; specially treated outdoor model, 5 ft., \$19.50.
3. Three-dimensional chimney—ideal as bin merchandiser; corrugated cardboard with red brick finish; 19 in. sq., 30 in. high, \$4.00.
4. Panorama—scenic backdrop for window or other long area; 18 ft. long, 40 in. high; in three colors; \$5.50.
5. Streamers—available with various sayings, including "Gifts for Him," etc.; various color combinations; 6 x 48 in.; \$1.50.
6. Stars—of laminated foil stock; deeply scored for three-dimensional effect; set of 60 in 5 colors, 2, 4, and 6-in. sizes; \$1.25.
7. Patterned backdrops—come in a variety of patterns, some may be used all winter; 4 x 25 ft.; \$5.25.
8. Window valences—to be used at the top of a window; come in various sizes, patterns, color combinations; this one, 15 x 57 in., is \$2.95.
9. Snowflakes—die-cut cardboard; assorted colors; sizes from 3 to 8 in. Assorted set of 6 dozen is \$3.25.
10. Fireplace—of corrugated cardboard, two sizes and two styles; realistically colored; larger size, 39 x 45 in., is \$7.75.
11. Outdoor carolers—specially treated to resist weathering; reproduced in full color on "Masonite"; 45 x 60 in.; \$25.00.
12. Borders—45 ft long; for counters, etc.; available in variety of patterns, widths from 6 to 12 in.; this one, 8 in. wide, is \$4.60.



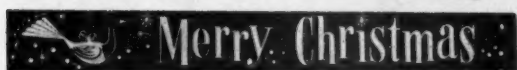
3



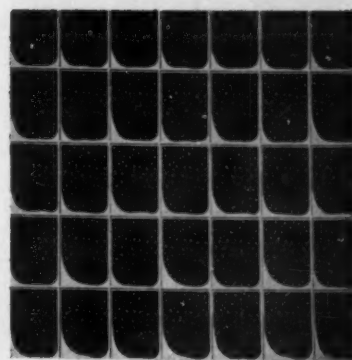
4



5



6



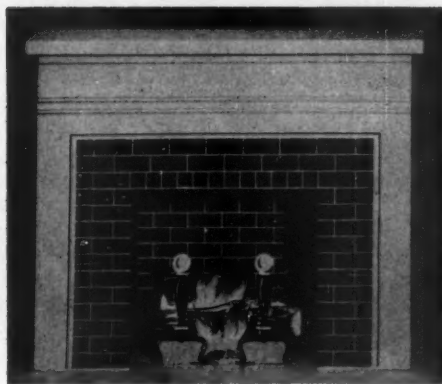
7



8



9



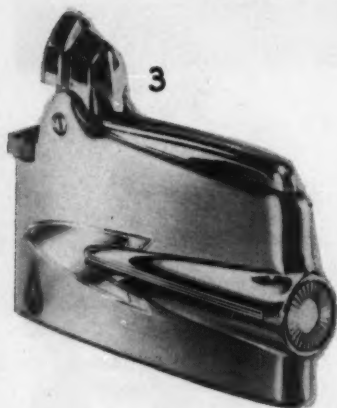
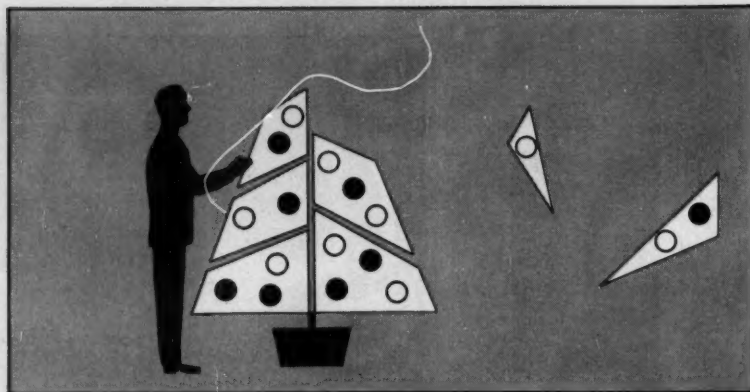
10



11

12





Gas-promoting Giveaways Can: Bring in Prospects, Please Old Customers, Close Sales

AT Christmas, the average person is preconditioned to giving, to spending. Every time he sets foot outside his house, he expects to shell out for something. Therefore, he is surprised, pleased, and taken off-guard when you *give* him something.

Take advantage of this multiple reaction by incorporating one or more giveaway items into your tailored Christmas program. The well-advertised offer of a small gift to all who enter your door will bring in many prospective customers. A token of appreciation to long-time customers can turn them into life-time customers. The extra bonus of a gift included with a Christmas purchase can be the closer that gives you the sale.

Total cost can be whatever you make it. Cost per item can range from less than one penny to over ten dollars. You can give as few or as many gifts as you wish. As long as your gift-giving plan is well thought out, you can be sure that whatever you spend is well spent.

All the giveaways featured on this and the two following pages feature gas tie-ins. All are made available through AGA. Sufficient information is provided, so you can order directly from these pages.

1. Thirty-hour Alarm Clock—mahogany; solid brass trim includes two Gold Star emblems; 3½-in. high x 3¾-in. wide; gift boxed; \$6.34 pp; Seth Thomas Clocks, Thomaston, Conn.

2. Playing Cards—the only available gift item tying-in directly with the Stewart Christmas promotion; two packs in plastic box; \$1.52; AGA Order Dept., 420 Lexington Ave., New York 17.

3. Ronson Varioflame Lighter—gas flame emblem on side; in lots of 24 or more, \$8.25; firm name and address engraved (17 characters per

line), 1 line—30 cents, 2 lines—40 cents, 3 lines—50 cents; Travellers Premium Co., Inc., 80 Washington St., New York 6.

4. **Gold Star Cook Book**—28 pages of recipes with full-color illustrations; 100 through 24,999 copies, 14 cents each; your company name imprinted on back (minimum order of 2000), \$5.50 per thousand for up to 5000, \$5.20 per thousand for up to 10,000, \$4.80 per thousand for 10,000 or more; AGA.

5. **Cook Book Marker**—plastic, shows simplified measures, measuring equivalents; \$15.00 per thousand; name and address imprinted, additional \$15.00 per thousand; Crystal Mark, 101 W. Forest Ave., Englewood, N. J.

6. **Plastic Apron**—translucent plastic with blue polka dot ruffle, gas slogan in blue; 32 cents; AGA.

7. **Enameled Bowl Set**—5, 6, 7, and 8 in. bowls; set of 4 in plastic bag; minimum order, two dozen sets; 85 cents per set, f.o.b., Cornwells Heights, Pa.; Dotoro Sales Inc., 75 West St., New York 6.

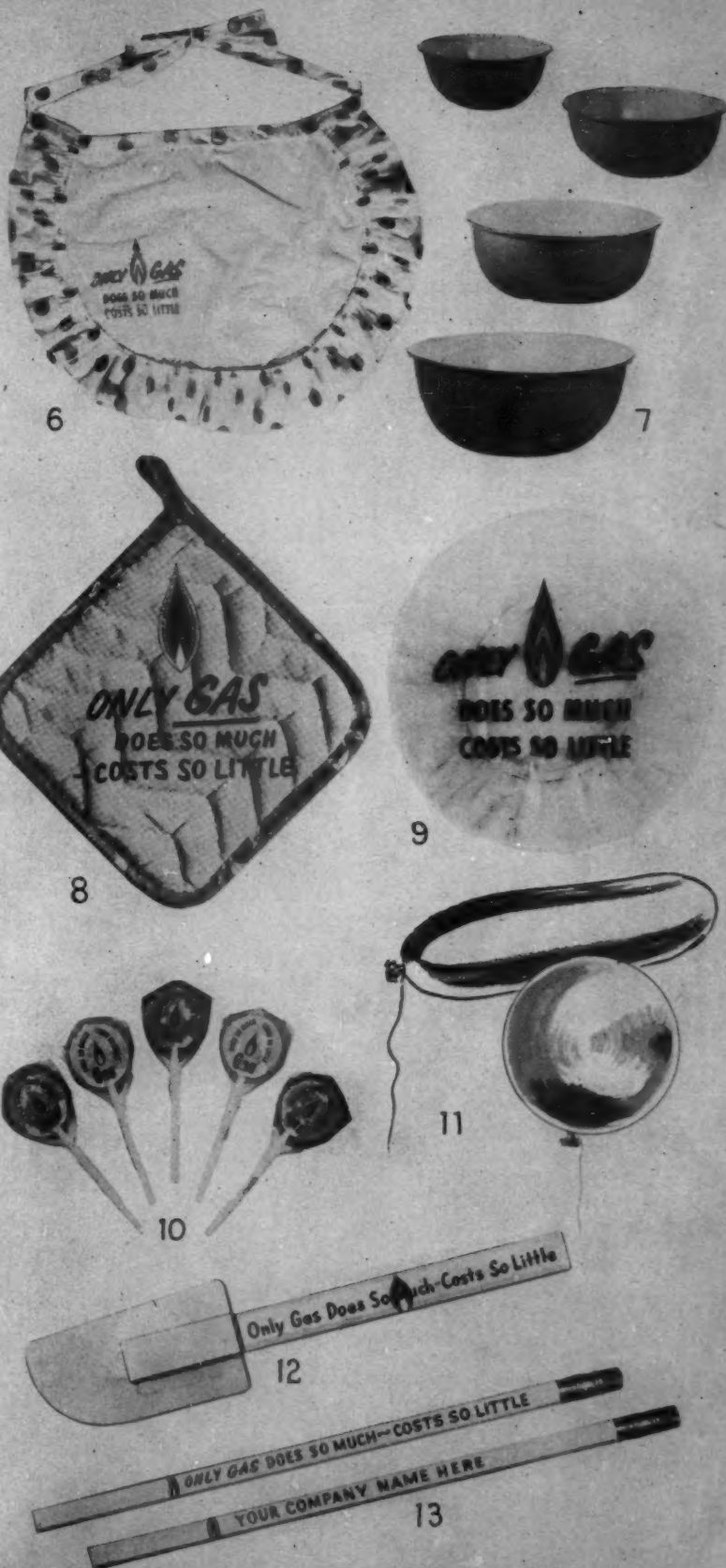
8. **Pot Holders**—has gas motto; with loop for hanging, 10 cents; with magnet, 15 cents; AGA.

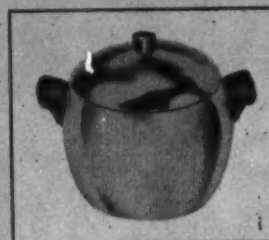
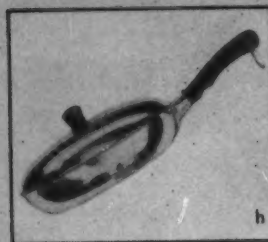
9. **Plastic Bowl Cover**—fits all bowls up to 8 in. diameter; 10 cents; AGA.

10. **Flamepops**—individually wrapped in cellophane bearing gas flame emblem and slogan; \$5.00 per case of 500 (minimum order, 3500); Abilene Candy Mfg. Co., Post Office Drawer 1480, Abilene, Tex.

11. **Balloons**—round balloons available in two sizes, 7 and 9 in. diameter; airship balloons in three sizes, 4 in. (diameter) x 18 in. (length), 4 x 26 in. and 5 x 24 in.; may be printed on one or two sides with stock or special messages; stock message on four subjects; gas economy, water heating, broiling, clothes drying; special messages, \$15 to \$20 extra; costs per thousand for one-side-printed balloons (two-side-printed in parenthesis): 7 in.—\$17.65 (\$21.15), 9 in.—\$24.75 (\$28.25), 4 x 18 in.—\$16.00 (\$19.50), 4 x 26 in.—\$21.60 (\$25.10), and 5 x 24 in.—\$24.75 (\$28.25); all prices f.o.b. Gardena, Calif.; Lee-Tex Rubber Products Corp. of California, 321 Jackson St., Los Angeles 12.

12. **Plate Scraper**—soft rubber blade; wooden handle has gas slogan; 10 in. long; 12 cents; AGA.

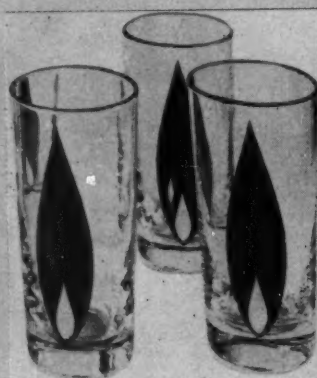




14



15



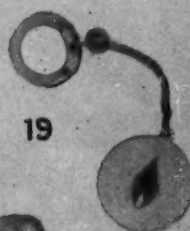
16



17



18



19



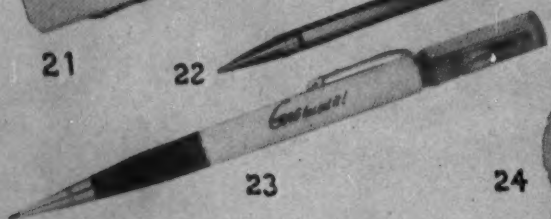
21



20



22



23



24

13. Wooden Pencils—white with blue printing, either stock slogan or your company name; 250 (minimum) — \$10.00 (\$10.25 with your name); 500—\$16.25 (\$16.75 with your name); 1000 or more—\$31.00 per thousand (\$31.75 with your name); all prices f.o.b. Hoboken, N. J.; Pencil Specialty Co., 810 Monroe St., Hoboken, N. J.

14. Aluminum Cookware — "Hallite" by Wear-Ever; with copper-colored covers that never stain or tarnish; 2½ qt tea kettle (f)—\$4.50; 9 in. covered brazier (g)—\$4.75; 10½ in. covered fry pan (h)—\$4.50; 6 qt. covered sauce pot (i)—\$4.65; minimum on any item, 10 pieces; all prices f.o.b. New Kensington, Pa.; AGA.

15. Aluminum Tumblers—natural aluminum color with blue flame; 14 oz.; \$2.00 per set of four; AGA.

16. Glasses — Libbey - Owens - Ford heavy bottomed glasses with safety edge; large blue flame; 11 oz.; \$2.25 per set of eight; GAMA, 60 E. 42nd St., New York 17.

17. Measuring Set — aluminum by Mirro; consists of ¼, 1/3, ½ and 1 cup measures; 20.6 cents per set; AGA.

18. Salt and Pepper Shakers—Mirro aluminum; large size for kitchen use; 10.3 cents per shaker; AGA.

19. Key Chain—rhodium plated; blue flame emblem; 90 cents; Award Incentives Inc., 200 William St., New York 38.

20. Cuff Links—flame in chip-proof full color; gift boxed; in sterling silver, \$4.50 pr; in rhodium, \$3.00 pr; Award Incentives Inc.

21. Money Clip—flame emblem in full-color; hard-fired enamel; in sterling silver, \$3.30; in rhodium, \$1.62; Award Incentives Inc.

22. DeLuxe Automatic Pencil—14 K. gold-plated; full-color chip-proof flame emblem on clip; \$1.00; Award Incentives Inc.

23. Floating Flame Automatic Pencil—transparent, hollow barrel-top holds floating blue flame; gas slogan on side; 55 cents; AGA.

24. Bottle Caps—frosty white plastic; packed sanitarly in cellophane, two to a package; \$8.10 per 100 packages; Award Incentives Inc.

MD

NEW

Humphrey by ARKLA MULTI-DIRECTIONAL



AUTOMATIC GAS UNIT HEATER

FIRST to deliver Warm Air STRAIGHT DOWN and from front and sides



The MD is the FIRST and only automatic gas unit heater that can be located in the room and use the MOST EFFECTIVE air circulation for any possible installation.

The MD is equipped with a special fan, unique "downward" heat exchanger and completely automatic controls that are designed to use 100% of the gas combustion as well as a special "downward" heat exchanger, with a down draft burner. BETTER HEATERS • LOWER HEATERS • HUMPHREY MD • 10,000 B.T.U. 20,000 B.T.U. 30,000 B.T.U.



DEALERSHIPS AVAILABLE IN CERTAIN AREAS • WRITE HUMPHREY DIVISION • ARKLA

built-in
beauty

built-in
efficiency

built-in
economy..



4 CUBIC FT.

32 $\frac{3}{4}$ " High
21 $\frac{3}{4}$ " Wide
25 $\frac{1}{4}$ " Deep

6 CUBIC FT.

43 $\frac{3}{4}$ " High
23 $\frac{3}{4}$ " Wide
27 $\frac{1}{4}$ " Deep

Here is that special refrigerator
for that specialized market.
Small and smart on the outside,
bigger and better on the inside.
You know the many markets
for a small refrigerator...It will
pay you to know NORCOLD!

NORCOLD[®]

gas refrigerator



SILENT — never a hum or vibration
NO MOVING PARTS — nothing to wear out
NORCOZIP IGNITER — front lighting with push button simplicity
ADJUSTABLE TEMPERATURE CONTROL — guards your food
100% SAFETY SHUT OFF CONTROL — automatic protection always
RIGHT OR LEFT HINGED DOOR — permits simple reversing
FEATURES — cross top freezing—egg rack—adjustable shelves
10 YEAR WARRANTY — on the entire refrigeration unit
PARTS AND SERVICE — nationwide

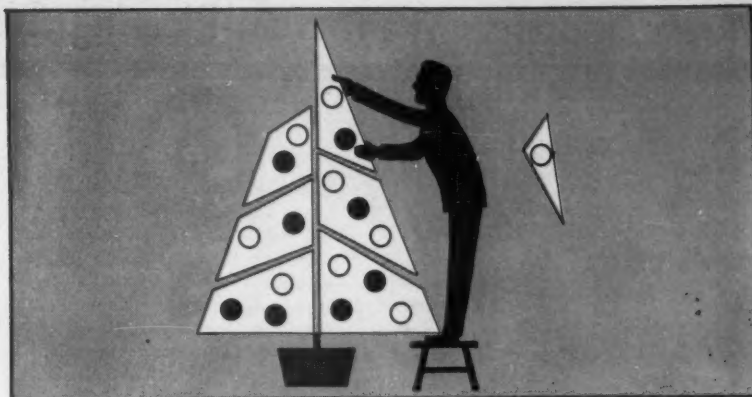
We will happily send you
free full color brochures
... write Dept. 16



Write for the
amazing facts
concerning the new
**VAILLANT TANKLESS
INSTANT
WATER HEATER**

5111 WEST WASHINGTON BOULEVARD

LOS ANGELES 16, CALIFORNIA



Increase CHRISTMAS Sales— Widen Your Line to Include LPG-using Gift Items

IF you really want to make the coming Christmas season your Number 1 profit period of '59, increase your chances by widening your line to include all LPG-using items that make suitable gifts. In this category are: portable stoves, lanterns, and heaters for the outdoor man; torches for the handyman; and gas lights, fireplace logs, and barbecue grills for the home.

BPN believes there are at least three good reasons for you to handle these relatively low-priced, small mark-up, negligible-load items:

First, you can do much to make your customers and the general public more LPG-conscious. The kilowatt-hours spend many millions of advertising dollars to make the public electricity-conscious. Every additional LPG-using item in circulation is another argument on your side. One of your prospects will probably someday become a customer with the words: "Switch to propane to power my tractor? Sure, why not? It's been powering my camping lantern for years!"

Second, by making the public aware that you handle such items, you can greatly increase your floor traffic. Naturally, the more people

who come into your store, the more higher-priced, bigger markup, heavy-load appliances you'll sell. The wife who comes in to buy a camp stove for her husband may walk out having bought a new range for herself!

Third, while these items may not mean much profit in terms of gas load, their own profits can add up in a hurry. You could conceivably realize more profit from several fireplace logs than from one furnace, yet spend more time selling that furnace!

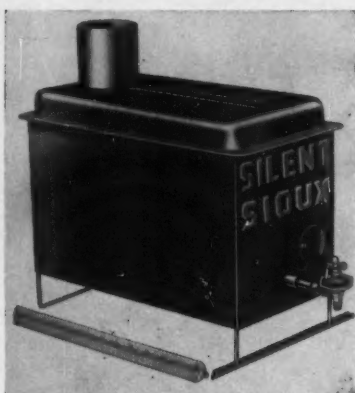
If these reasons sound logical, it should also seem logical that you immediately begin to reap the benefits that can come from handling a full line of LPG-using merchandise. It also makes sense to introduce new items when they can get off to a running start. During your Christmas promotion, they will be able to take advantage of your heavier-than-normal advertising. And, they will be gift items making their debut at the beginning of the year's best gift season.

Study the following four pages. Pick out those items that you think will increase showroom traffic, not only during the Christmas season, but throughout the year. Then, get busy and add them to your line!

Lady Shoppers Want Man-Pleasing GIFTS



Camping Lanterns. Left—Turner Camp Light produces equivalent of 125 watt bulb; has modern styling, finger-tip flame control, and disposable cylinder; available in standard and deluxe finishes (Turner Corp., Sycamore, Ill.). Right—Bernz-O-Matic Gas Lantern is light weight, only 5½ lb; burns long, 8 to 12 hr per disposable cylinder; has patented pressure control valve giving constant, steady flame (Otto Bernz Inc., Driving Park and Ramona, Rochester 13, N. Y.).



Portable Heaters. Above—intended for use in tents, duck blinds, boats, etc., the Wigwamer is only 16¼ in. long overall (note 1 ft ruler in photo), 8½ in. wide, 14½ in. high, yet puts out 21,000 Btu; sells for price of gas lantern (Silent Sioux Corp., Orange City, Iowa). Below—with handle and fuel supply bottles attached (note rear view in lower photo), this portable heater offers maximum portability, yet is attractive enough for summer cottage use (Armstrong Products Co., Huntington 12, W. Va.)



Handyman's Torches. Above—this barbecue kit contains torch for fire starting plus stainless steel spatula and food tongs; torch may also be used for numerous around-the-house jobs, including paint removal, asphalt tile laying, pipe thawing, etc. (Otto Bernz Inc.). Right—economy is provided by this 10 oz refillable torch, a refill costs 5 cents, lasts 8 to 10 hrs.; accessories available include: soldering iron, leak detector, tip handle, tip and tube, brush flame tip and tube (Goss Gas Inc., Box 57, Rt. 8, Glenshaw, Pa.).





**AMERICAN
METER COMPANY**
INCORPORATED (ESTABLISHED 1926)
Philadelphia 16, Pa.

Another

REEVES

VULCAN

RUBBER PRODUCT

REEVES BROTHERS INC. - VULCAN RUBBER PRODUCTS DIV.
NEW YORK 18, N. Y.

TAPECOAT

Evansville, Illinois

**U.S.
PIPE**

Birmingham 2, Alabama

**SUPERIOR
METER
COMPANY, INC.**

A SUBSIDIARY OF NEPTUNE METER COMPANY

neptune

Sprague

THE SPRAGUE METER COMPANY
BRIDGEPORT 1, CONN.

THE E. F. GRIFFITHS CO.

340 E. Walnut Lane

Phila. 44, Pa.

Serving the Gas Industry for Over 40 Years



Pittsburgh 19, Pa.

AMERICAN
CAST IRON PIPE CO.
BIRMINGHAM ALABAMA

Good *Everywhere*

CLEVELAND
TRENCHERS and BACKFILLERS
Cleveland 17, Ohio

ROCKWELL
MANUFACTURING COMPANY
PITTSBURGH 8, PENNSYLVANIA

FISHER GOVERNOR COMPANY

FISHER
Control

Marshalltown, Iowa
Woodstock, Ontario

SKINNER-SEAL

M. B. SKINNER CO., South Bend 21, Ind.

MUELLER

Decatur, Ill.



These famous trademarks...

identify the quality products of companies that are helping the LP-Gas Industry through the GEM program of national advertising.

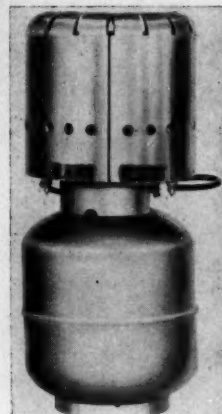
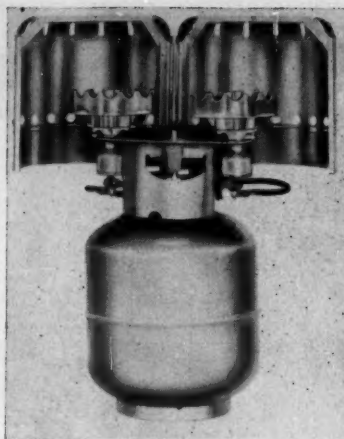
All suppliers to the LP-Gas & Gas Industries are invited to help the Industry grow and prosper by joining GEM. Write GEM Committee, Room 2925, 60 East 42nd Street, New York 17, N. Y.

As the Industry grows, so will grow the business of everyone selling to it.

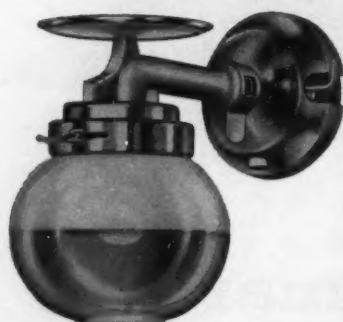
For the Outdoor Man



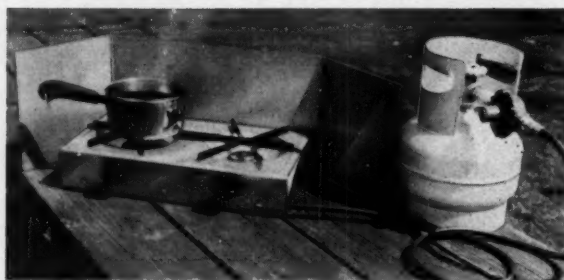
Lantern-Stove-Heater Combination. The unique Quick Set Family features interchangeable, easily convertible parts; stove and lantern kit includes base plate, stove unit, lantern unit, mounting bracket, adapter, hose, heater unit, other hose, adapters, and brackets may be added to serve all camping needs (Turner Corp.).



Combination Heater & Stove. Above—open, its a two burner stove, closed, its a heater; mounted on 5 gal. bottle, provides 40 hr. use without refilling; 10,000 Btu burners accommodate 12 in. pans (Squibb Taylor Inc., 1213 S. Akard St., Dallas, Tex.). Right—cooking and heating without flame, this Devco infra-red unit can be used for char-broiling (as shown) or heating, when tilted back, as a stove or heater (Devonair Products Div., Oxy-Catalyst Inc., Wayne, Pa.).



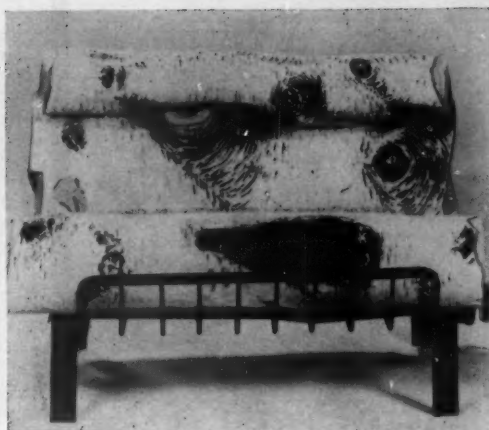
Indoor Gas Lamp. For cabins and camp trailers, Humphrey Opalite Lamps feature all-aluminum construction, shock resistant mantles, heat-resistant globes, copper, brass or aluminum finishes; available in wall bracket and one and two-light ceiling models (General Gas Light Co., 202 N. Park St., Kalamazoo, Mich.).



Camp Stoves. Above—the Campmaster saves on fuel costs, using refillable bottles; folding aluminum windshield slips into stove; all-aluminum construction can't rust; grate held down with wing nuts; also in one and three-burner models (Home Gas Equipment Co., 1301 Carnegie Ave., Cleveland 15, Ohio). Right—small, 8 x 12 x 5 in., and lightweight, only 5½ lb. complete, this little Bernz-O-Matic goes anywhere; two burner model available (Otto Bernz Co. Inc.).



Men Shoppers Want Wife-Pleasing GIFTS For the Home



Gas Fireplace Logs. Above—the Armstrong line features birch (shown) and oak models with outputs from 19,000 to 28,000 Btu (Armstrong Products Corp.). Upper left—Brilliant Fire offers eight models in oak and birch (shown) using burners and radiants (shown), plus a coal-basket model (Ohio Foundry & Manufacturing Co., Box 191, Steubenville, O.). Left—Royal Gas logs offer up to 30,000 Btu; Mountain Oak (shown) or Silver Birch finishes; accessory andirons specially designed to fit close to log (Chattanooga Royal Co., Chattanooga 6, Tenn.).



Lawn Torches. Left—the traditional Hawaiian luau torch in gas-fired form brings an exciting, exotic, festive flair to any home (Honolulu Gas Co. Ltd., Box 3379, Honolulu 1, Hawaii). Right—Torchlites are available in either classic (shown) or luau styling, with accessories, including: name plate bracket, planter, mail box holder (Valley Manufacturing Co., Valley, Neb.).



Ceramic Charcoal Broilers. Left the Majestic Char-Grill is primarily intended for built-in use, but may be used as a portable; available in four models for indoor and outdoor use and for various types of construction (The Majestic Co. Inc., Huntington, Ind.). Right—the highly portable Lazy-Man broiler is mounted on wheels and carries its own gas supply; 15 models for indoor and outdoor use (Chicago Combustion Co., 318 Cliff Lane, Cliffside Park, N. J.).



Gas Light Warmth Comes In Many Guises



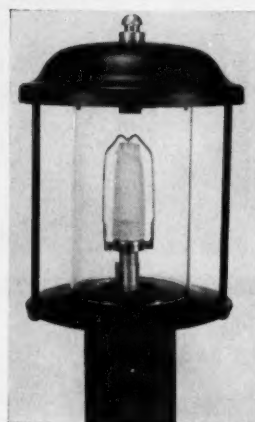
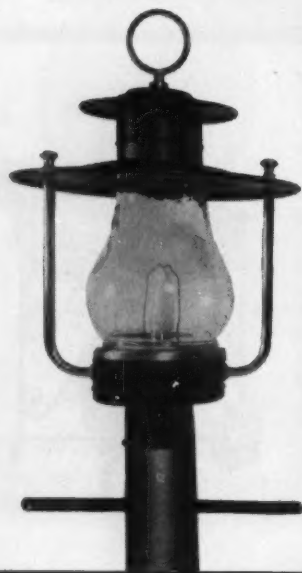
An attractive post adds much. With the addition of a spiral post, the Humphrey Cheer-Glo becomes the Gay Lawn, making a matched pair (General Gas Light Co.).

Dual-Mantle Model. This new Moonglow features two small hanging mantles, said to provide more light (range equivalent to from 25 to 100 watts) and last four times as long, compared to single, upright-mantle models (Moonglow Gas Light Co., 151 Arvin Dr., San Antonio 9, Tex.).

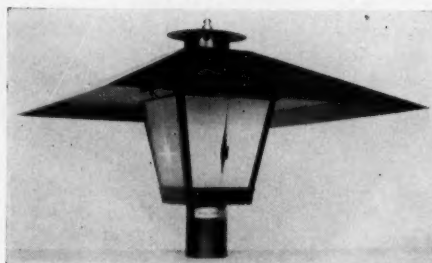


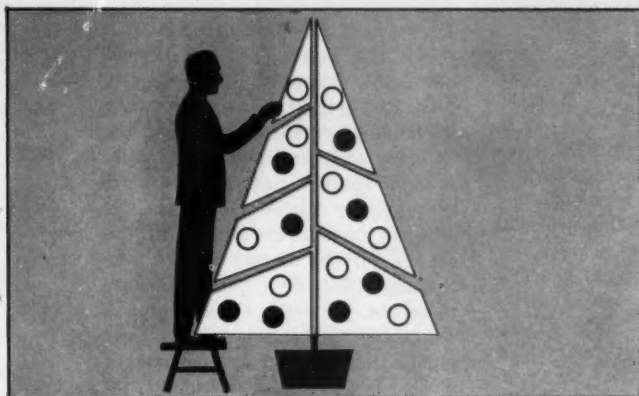
Two of the many with wall brackets. Left—this Charmglow cast aluminum model comes in black or white finish with brass eagle (Modern Home Products, Russell, Ill.). Right—the Cheer-Glo by Humphrey is one of a matched pair (see far right).

A really old-fashioned shape to offer the utmost in old-fashioned warmth. Lamplighter's The Belle features the old lantern-globe shape, is finished in satin black and brass. (Lamplighter Gas Lights, Box 35103, Dallas, Tex.)



One manufacturer may offer a wide range. All decidedly different looking are these four Gaslites by Arkla: (above, left to right) the Heritage, the Riviera, the Watchman, and (right) the Flair. Four other models are available. Accessories include: three styles of wall bracket, two address brackets, a decorative cross-arm, a remote loudspeaker, and a light-sensitive control switch. (Arkla, Gaslite Div., Shannon Bldg., Little Rock, Ark.)





Brainstorm for Ideas That Will Spark Your Promotion

BY now, you probably have a very good idea of most of the things you will use in your tailored Christmas promotion. At this point, you should need just one or two good promotional ideas to spark the plan, to tailor it exactly to your needs, to tie it all together in an effective package.

The easiest, most effective way to get such ideas is a brainstorming session. Get the members of your staff together for a couple hours of concentrated, imaginative thinking. You might start off the session by mentioning the ideas you liked in this special section of BPN. Then you might pass the magazine around for the others to scan. If possible, have other scanning material around, including Christmas issues of other types of publications, particularly the "home" magazines. Practically anything pertaining to Christmas could prove to be the inspiration for the promotional idea that will wrap up your promotion.

To come up with some possible promotional ideas, and to determine how many usable ideas a few people could come up with in a couple of hours, BPN held its own brainstorming session. The result was a mixed bag of ideas, some ultra-conservative, others quite "far out."

Why not run through them quickly—right now? Circle those that seem to have possibilities for your promotion. Then, set up a time for your brainstorming session.



**WITH
COLOR BACKGUARDS**



**NEW! BACKGUARDS
NOW! IN 6 COLORS**

Exclusive with *Enterprise* Centennial Styleline Ranges

You'll hit a new high in sales with Enterprise Centennial Styleline Ranges . . . because colorful backguards boost business! Every housewife wants the range with the backguard that matches her kitchen and electric appliances! They sell!

Interchangeable backguards come in 6 Decorama colors and white for every 36" Enterprise Styleline Range and every 30" Enterprise Styleline Range.

- Only \$1.00 more for Enterprise Ranges with color backguards.
- Great, sure-to-sell feature that'll pull in profits for you.



Coral Pink
Canary Yellow
Turquoise Green

Midnite Black
Chinese Red
Cocoa Brown

ORDER NOW!

PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

100 ENTERPRISE ING YEARS

BPN's Brainstorming Session

Produced These CHRISTMAS Ideas

Make an inexpensive outdoor display with a natural tie-in—a group of Christmas carolers gathered around a pole-mounted gas light. Most any display house will have a series or two of weatherproof carolers, a simple, inexpensive display board or “Masonite” group and a more expensive, three-dimensional manikin-type. In a pinch,

you could even press into service a few shopworn department store manikins, providing them with the most old fashioned clothes you can find. Whichever type of caroler you use, group several around the gas light and give them a Christmas carol book to hold in their hands. Be sure the gas light pole is in proper proportion to the carolers:

don't dwarf 3-ft-high carolers with a 6-ft gas light. The light should be plainly supplied from a gaily decorated cylinder. You might wrap garlands of greens around both the cylinder and the light post. Install a loud speaker near the carolers to play gay Christmas carols. Be sure to include floodlights in the set-up, for the display will be particularly effective after dark. Complete the job with a gay sign. A suggested message: “Give Your Home the Warmth and Charm of a Gas Light . . . Prices Start at \$00.00.”

Charcoal Type Broiling with GAS



CONVENIENT— Light the gas—it's ready to broil. Winter or Summer the LAZY-MAN broils better tasting meats.

ECONOMICAL— All the flavor—but a fraction of the fuel cost of charcoal.

CLEAN— No ashes—No dust. Kitchens stay clean because you'll want everything broiled over LAZY-MAN'S glowing, permanent, ceramic coals.

★ WRITE FOR COMPLETE INFORMATION

15 models available for indoor or outdoor use.

CHICAGO COMBUSTION COMPANY

318 Cliff Lane, Cliffside Park, N. J., WHitney 3-0400

Set up an inexpensive window display to push many LPG-using items. Arrange with your local furniture store to borrow a few living room furnishings in exchange for a “Furnishings through the courtesy of ———” sign. Borrow, rent, or buy an imitation fireplace. Set the fireplace against the back wall of the window and install a set of fireplace logs. Since the fireplace is almost certain not to be fireproof, the logs can't be lit, but a red light, especially with a flicker attachment, will give a suitable effect. Arrange the furnishings to fill out the window, leaving a large space for a Christmas tree. After the tree is decorated, place under and around it an assortment of LPG-using gifts, including camp stoves and lanterns, portable heaters, handyman's torches, and one large family appliance. All these items should be “wrapped” only with a bow and gift tag. To fill out the space under the tree, use a few gaily wrapped dummy boxes. Your sales message or messages would probably be confined to dignified little scroll-type signs. If you wish, this Christmas Morn scene could be completed with the addition of a few manikins (rented from a department store) in robes and pajamas.

Stage a snowman-building contest if you're in an area where it snows. Through newspapers and radio, serve notice to all the kids in town that on the second Sunday after-noon before Christmas, the state's largest (or some such superlative) snowman-building contest will be held on your premises. Not only will they have a barrel of fun, but



Nationwide,
profit-minded
gas heater dealers
are saying,

"WE NEVER HAD IT SO GOOD!"

**—Here's why...and how you,
too, can ride on the Safti-Vent profit train**

In January, Safti-Vent reviewed its sales curve and found it to be the sharpest-rising in the entire heating industry. Sales objectives were, accordingly, set optimistically high. *To date, sales have exceeded quotas by a whopping 85%!* And so have dealer profits!

If you want "in", we'll be glad to have you.

The Safti-Vent deal continues to offer a "package" that will build your profits *almost automatically*, and we mean exactly that!

Proved profits, backed by 7 years of phenomenal growth, are being again proved in this 8th year of spectacular success.

The five-way Safti-Vent sales platform remains unchanged—except it's larger. Why argue with success?

1. A Safti-Vent line packed with superior and exclusive features.

2. A near-universal market and models to serve the demands of all.

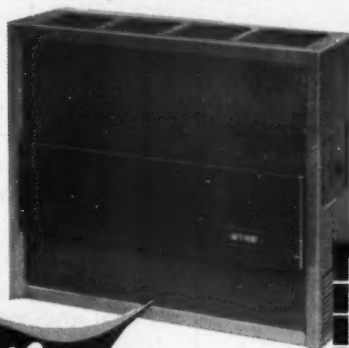
3. Safti-Vent's planned sales program, that tells you exactly what to do and gives you the "tools" to do it!

4. An even larger-than-announced householder and commercial advertising program.

5. And a competitive price!

Yes, if you want to ride the Safti-Vent profit train, we'll be glad to have you aboard. Safti-Vent knows where it's heading, there's a clear track ahead and a reservation for you.

MODEL WV-22
One of eight
Safti-Vent models



H.C. Little
BURNER
COMPANY,
INC.

SAFTI-VENT

leader in sealed heating

H. C. LITTLE BURNER CO., INC.

106 Woodland Ave., San Rafael, Calif.

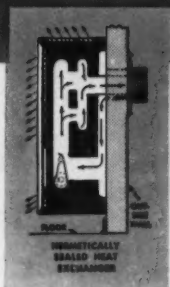
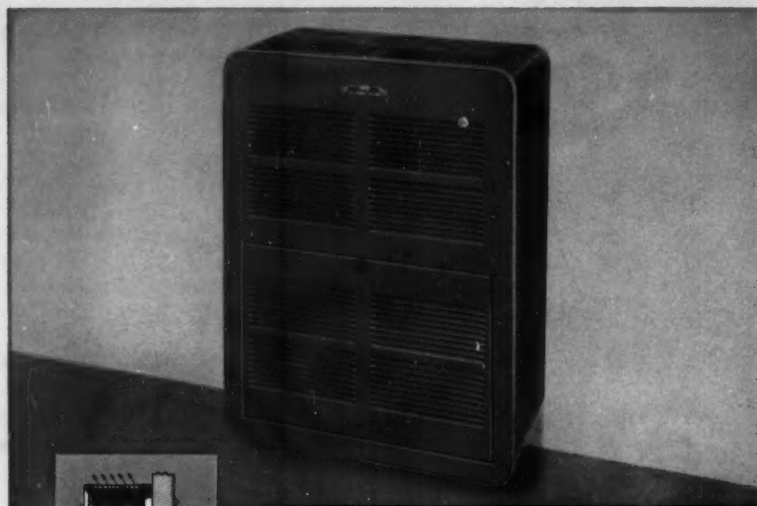
Profit for Me? I want in! What's the deal?

COMPANY _____

YOUR NAME _____

ADDRESS _____

BRILLIANT FIRE is years ahead!



**SEALED
HEATING**

**IN THE POPULAR
10,000 BTU RATING**

**TWO MODELS
RECESSED
OR ON-THE-WALL**

EXCLUSIVE WITH

Vent--magic

Consumer-tested Vent-O-Magic sealed heating is now available in the 10,000 BTU rating . . . the only sealed heating unit available in this popular capacity. And featuring the exclusive Magic Vent that literally breathes through the wall for safe, quiet, comfortable heating.

Added flexibility . . . these new Vent-O-Magics are available in an "On-The-Wall" model in beautiful Coppertone and Cafe' baked enamel . . . or in a recessed model, featuring white baked enamel and chrome. Suitable for installation in walls up to 24 inches thick.

Fully A.G.A. tested and approved and completely automatic. One-piece cast-iron burner and precision-machined, slotted ports assure economical, balanced combustion on natural, manufactured, mixed or LP gas.

Ask for Bulletin No. 7050

"America's Finest Since 1846"

for natural • manufactured • mixed • LP-gases

THE OHIO FOUNDRY & MANUFACTURING CO.
STEUBENVILLE, OHIO

*Brilliant
Fire*

they'll have a chance to win a big Christmas present for their folks. Depending upon the probable number of entries, first prize might be something as impressive as a range and there might be prizes all the way down to tenth place. Naturally, you'll tell them to bring their parents. Have an open house with plenty of sales help around. Here's a possible twist: select the largest snowman and ask the non-winners to guess how long it will take to melt that snowman with a little propane hand torch. Award the torch—as a Christmas gift for Dad—to the winner.

Build female traffic in your showroom by inviting the ladies to place their names in a large drum for a December 23 drawing for one or more free catered Christmas dinners. Announce this via newspaper and radio ads. Let them fill out a stub every time they come to your place. The thought of a work-free Christmas Day should really bring them in!

Sponsor a "Christmas Cooking With Gas" contest. Invite the ladies in your town to submit their favorite Christmas dishes (along with the recipes for each) and their Christmas dinner menu. Pick prominent restaurateurs and/or home economics teachers for judges. Either invite all the ladies to submit their specialty at one large open house, or have them compete by neighborhoods, with each locality competing on a different Sunday afternoon. Prizes, depending on the number on entries, could vary all the way from a range or char-broiler down to a free Christmas turkey or a propane barbecue-starter torch. This program could give you a running start toward next Christmas, for the recipes might be reproduced in a mimeographed or offset-printed localized cookbook that would make an ideal giveaway next year.

Set up Santa's Nursery—a baby-sitter service for parents who want to buy the kiddies gifts without letting them know Santa's getting help. The sitters, themselves, would be high school girls, possibly dressed up in brownie costumes. Depending on the size of your community

Helps my reputation for quality heating work



suburban COUNTER-FLO WALL HEATERS

It heats better—Is more compact and better looking

When a heating job is complete the best advertising I can get is the complete satisfaction of the owners. This Suburban Counter-Flo has a fan that forces air downward and heats floors first . . . continuous air circulation heats all corners of a room. In addition, this is the most compact, best looking wall heater I've seen. It's available in either single or dual-wall models up to 50,000 BTU. As a clincher, *the heat-exchanger is guaranteed for 20 years*, and Suburban is approved by the American Gas Association! Mighty attractive price, too. It will pay you to get the details. It did me.

For a Low Cost Gravity Wall Heater You Can't Beat Suburban Either!

Suburban Gas-Fired Gravity Wall Heater has more value at a lower price than any other wall heater. Just check the coupon for all the low-price details.

Floor Furnaces. The same high quality and low price is available in Samco Floor Furnaces. If you ever use a floor furnace, get the information on Samco.

suburban
Counter-Flo Wall Heaters

by the makers of famous Suburban Built-in Ranges

Samuel Stamping & Enameling Co., Dept. BPN-100, Chattanooga, Tenn.
Rush complete details on: Counter-Flo Forced Air Wall Heaters ☐
Gravity Wall Heaters ☐ Floor Furnaces ☐

Name _____
Company _____
Address _____
City _____ State _____

"THE HEART OF THE HOME"

WALDORF

GLASS LINED
L-P GAS
WATER
HEATER



No. WB6-30-36-1
Glass Lined.
Deluxe Model
also available.

30 Gal. Short Standard

With the all NEW
PENNSYLVANIA
Completely Automatic
Pressurized
WATER SOFTENER

see them
displayed at
N.E. L-P Gas Assoc.
convention

Booth No. 33

or
send
in
this
coupon

WALDORF HEATER COMPANY,
1421 Chestnut Street, Philadelphia 2, Pa.
Tell me more about your
WATER HEATERS AND DRYERS.

NAME _____
STREET _____
CITY _____
STATE _____

and the size of your showroom facilities, you might work out a system like this: regular gas customers could use the service as frequently as they wish, non-gas customers who buy an appliance or gift from you could use the service once for every \$10 they spend, and every family in the community could use the service once. The last item, if stressed in local advertising, along with the no-obligation angle, could really stimulate showroom traffic. Serve coffee and Christmas cookies when the parents come to pick up the children—and have plenty of sales help available.

Supply a Santa Claus brigade for your community. Using direct mail advertising to every family head in your community, promise "Our Santa will visit your house on Christmas Eve to deliver your presents to your children—if you make a purchase of \$50 or more during the Christmas season." Depending on circumstances, one of your servicemen—in a rented Santa suit—could cover two dozen or more

homes between 6 pm and midnight on Christmas Eve. Your servicemen might get much enjoyment out of making so many children happy. Or, you might hire some of the huskier members of your local high school football team to act as Santas.

Work through your local schools to stage a Santa Claus drawing contest. Supply three sheets of inexpensive letter-size paper and a small box of crayons to each student in your community, if you want to do it up big. Otherwise, let them supply their own paper and crayons. Working through the school authorities, arrange to have all draw their Santa Clauses on one particular day. Each student would be allowed to submit one Santa in the contest, but if there is a considerable difference between the student body sizes in your local schools, limit the number of entries that can come from any one particular grade. Run a separate contest for each grade level, with points awarded to the top winners in each. The school

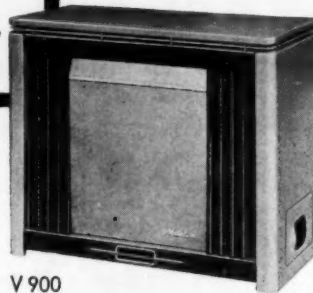
"Our family has
enjoyed the
welcome warmth
of *Martin*
for over 50 years"

Display
this emblem



It's easy to
sell the new
GAS HEATER with
lifetime porcelain
finish

9 Vented Models
15,000 to 85,000 BTU
25 Unvented Models
10,000 to 50,000 BTU



V 900

Send for new catalog
containing Martin
selling suggestions.
All Heaters AGA
approved.

"Space Heaters from the Space Capital"

MARTIN
Stamping & Stove Co.
HUNTSVILLE, ALABAMA

that amasses the most points wins a new range or some other gas-using appliance. Judging could be in your showroom on Sunday afternoon, the 6th. This would give you nearly three full weeks to display the entries in your showroom, bringing in plenty of traffic. If well staged, a contest of this sort could result in a lot of publicity, not only in your own community, but in the surrounding area.

Cooperate with local supermarkets by supplying a full-size range for preparing food samples during the Thanksgiving-to-New Years period. You might talk to a number of the markets' suppliers, to provide a different type of food sample each week-end: Christmas cookies, brown and serve rolls, bacon, breakfast sausages, hot chocolate, even ham, turkey, etc. Each item should be suggested for Christmas breakfast, dinner, or supper. As the supplier of the range and the prominently displayed cylinder of gas, your firm should be well identified. Depending on the amount of traffic in the market, you might

station a salesman or saleswoman to hand out literature and answer questions about the range, at least during rush periods.

Capitalize on the kid's imagination by offering handyman torches—as gifts for Dad—to those who come up with the largest number of possible uses for such torches. Naturally, they could get grown-ups to help stimulate their imaginations.

Utilize the nostalgic appeal of gas lights during the Christmas season, the most nostalgic time of the year. Place a number of lights along the curb in front of your place of business. Contact your local municipal government, offering gas lights at cost (or with the first season's gas supplied free) to be used as permanent Christmas street decorations, or for use around the community Christmas tree. Arrange with as many local merchants as possible to display gas lights in front of their place of business, giving them the option to buy the lights at cost after Christmas. In each case, the lights

and the freshly painted supplying cylinder should be decorated with holly or garlands of greenery. The whole idea of these promotions is not to make money on the lights, but to get them out in public, where homeowners can admire them.

Stage a home decoration contest for your customers. Combine with it a special big discount sale on gas lights. You might also tie in a campaign to get your customers to enter winter with a full tank of gas. Offer a set of outdoor Christmas lights to every family that uses a certain amount of LPG before a certain date. Have your local art teachers and art directors of local companies judge the winners. There might be as many as ten winners, each getting an 8 x 10 enlargement of his house (might use the high school photography class) and possibly a supply of LPG.

Warm Christmas tree lot shacks with portable heaters. Mount the heater on a small base that adver-

THEY'RE TESTING A SALES POINT

that has made Suburban Novent and Dynavent Gas Heaters the "sales leading" sealed combustion chamber heaters.

Acrobats want the utmost in comfort as they practice their act. With an ordinary space heater, the fellow on the floor would shiver while his partner perspired. But, Suburban Novent and Dynavent Gas Heaters give **EVEN HEAT**—from floor to ceiling.

WANT MORE PROOF? Try the ice cube test. Put one cube on the floor; another atop the door. Watch them melt at almost the same rate.

ONLY A SUBURBAN NOVENT or DYNAVENT GAS HEATER has all these "Sales-Maker" features:

- Installs in window or wall
- Fully vented without flue or chimney
- SAVES 30%, AND MORE, IN FUEL COSTS
- Heats floors first
- Safe—burns no room air

Available in 20,000, 35,000 and 45,000 BTU Models. Approved by AGA, CGA, CSA, Leading Utilities and L-P Gas Marketeers.

Send for complete information—

SUBURBAN APPLIANCE CO.

Dept. BP 1059

Morristown, N. J.



tises your business. Supply the lot with a sign advertising L.P. gas heat to thaw out frozen Christmas tree shoppers. Lot operators should be most eager to cooperate.

Provide a Christmas tree lot for a church or youth group. Set aside a portion of your parking lot or drive for this purpose. Mention it in all of your advertising and provide your showroom as a warming place with free hot coffee or chocolate and Christmas cookies.

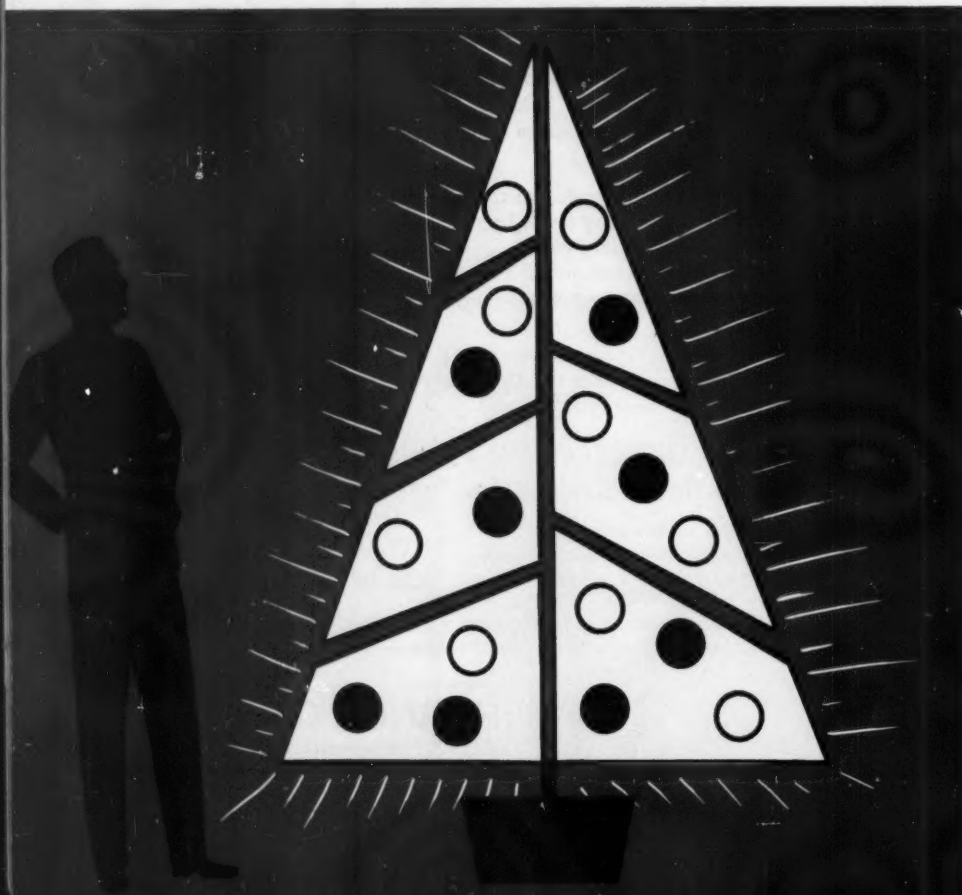
Put on a "Let's prepare Christmas goodies" cooking demonstration for the women in your community. Hire a professional home economist or cooking demonstrator to do the job and have her put the accent on Christmas cookies, pies, cakes, candies, etc. Give each woman a Santa Claus or Christmas tree cookie cutter. Make sure the husbands know what time they can pick up the ladies to share in the goodies, and have a cup of coffee. This will give the wives an excellent opportunity to get in a pitch for a new range, pointing out the features they have just seen demonstrated.

Get preschool children to bring their parents to your showroom. Between Thanksgiving and Christmas sponsor a little 5 or 10-minute daily radio show for the little ones. Ask them to send in letters to Santa, telling what they'd like for Christmas. Read one or two over the air every day and award a prize of a Big Christmas Story Book to the winning letter writers. Second part of each program would be a story read from the Big Christmas Story Book. The only commercials on the show would be those instructing the children to have their parents bring them down to your showroom for a free Little Christmas Story Book. Suitable books should be available in any large department or book store, the little ones selling for 15 cents, the big ones for \$3, with both prices reduced for substantial quantities. If you can't find suitable books, you might award winning letter-writers a toy gas range (for girls) or a toy tractor (for boys). To bring them in the store, you could then set up a wonder grab bag of toys and might even arrange for Santa to greet the kids at certain hours of the day

Play Christmas carols from your delivery trucks during the week before Christmas. Attach a loud speaker to each truck. Dress vacationing high school girls like Brownies and put one in each truck, along with a phonograph and a supply of Christmas cookies. Whenever the truck stops to make a delivery, the girl can put on the record and pass out Christmas cookies to the children that are sure to gather around. For night deliveries, the Brownie and her cookies can stay home, but the driver can play the record while he makes his delivery. The sound of carols echoing through the winter night stillness will be a cheering, comforting thought to all LPG-users in the neighborhood.

Phone the editor of your local paper to determine whether he would be interested in a pre-winter heating check-up article, quoting you as the local authority.

Schedule local radio and television commercials that give weather reports and holiday weather predictions or count the shopping days left to Christmas.



Reprints of this special section are available at 25 cents each. Quantities are limited, but quantity prices will be quoted on request. Write Dept. M., BUTANE-PROPANE News, 198 So. Alvarado, Los Angeles 57.

news



Book I of the L. P. Gas Service Training Course has sold 5770 volumes

WITH the announcement of the publication of Book II in the L. P. Gas Service Training Course, the LPGA could look with satisfaction on the industry's acceptance of Book I.

Since the first book went on sale in September 1958, people in the industry have ordered a total of 5770 volumes of the initial course. The set for home study students, consisting of an information manual, test book, and assignment book, sold 1150 sets. Classroom study, the information manual and test book sold 950 sets. The set for instructors sold 420 volumes. Some individual companies have ordered as many as 200 sets.

Book I is used as the basis for at least two educational programs sponsored by state LPG associations. One, at Fresno Junior College, Calif., is sponsored by the Western Liquid Gas Association. Another, held in many Illinois high schools, is a cooperative venture of the Illinois LPGA and the State of Illinois Business & Distributive Education Service.

In the first month after Book II was announced, 191 sets, totaling 544 volumes, had been issued.

Book III is now at the typesetters and is expected to be ready near the end of the year. Book IV should be on sale a month or two after Book III makes its appearance.

The complete course consists of four books. Each book consists of four publications which are coordinated to work together in whatever type of training schedule a company might set up.

Book I contains sections on the product, standards and regulations and customer relations. Book II contains sections on basic information, bulk plant operations, and transportation and product transfer. Book III will provide instruc-

tional material on storage systems, house piping, household appliances, and venting. Book IV will include information on carburetion, as well as on commercial, industrial and agricultural applications of L. P. gas.

Each book is composed of an information manual, a test book, an assignment book, and an instructor's guide. A company need not get all four, but may purchase special sets.

For further information and price lists, write the Industrial Education Department, Division of Extension, The University of Texas, Austin 12, Texas.

General Controls launches international division

An international division, designed to supervise and coordinate the company's expanding overseas activities, has been formed by General Controls Co., Glendale, Calif.

Headquartered in the firm's

home office, the division will handle organizational arrangements, procurement, manufacturing, sales, licensing and distribution. It will operate in all areas outside the continental United States where General Controls has or establishes functioning units. This excludes Canada and Mexico.

Remy H. Ludwig, formerly vice president and director of the international division of a mid-western controls firm, is director of the new division.

Atlantic Speedy Propane opens new bulk plant

A new bulk plant to serve both wholesale and retail users of propane in the greater Saint John, N. B., Canada, area was opened recently by Speedy Propane Ltd.

The showroom is the first of its kind to be built in the Maritime Province. It is 60 ft wide and only 10 ft deep with the entire front and both ends all glass. This showroom will display domestic and commercial appliances using propane gas.

Directly behind it is the large office which opens into the repair department. A separate building houses the filling plant for bulk delivery trucks. Storage is provided by a 30,000 gal. tank.

Edward C. Mackie, formerly manager of the Fredericton Propane Gas Co., Ltd., has been appointed manager of the new operation.

A Saint John newspaper, *The Telegraph-Journal*, devoted a complete section to the opening of the new plant.



Suburban Rulane Gas Co., Charlotte, N. C., helped cook an estimated 48,000 meals for Jehovah's Witnesses during the group's three-day Watch Tower Convention. This 1000 gal. tank supplied the fuel. Suburban Rulane is a subsidiary of Suburban Propane Gas Corp. The parent company came to the rescue once before. In 1953 when the Watch Tower held an international convention at the Yankee Stadium in New York City. Approximately 100,000 meals a day were cooked with Suburban Propane gas for Jehovah's Witnesses from 97 countries of the world.

With more money, TVA should increase growth

Tennessee Valley Authority's new freedom, through power to sell up to \$750 million in its own bonds, will undoubtedly bring a step-up in its already vast expansion.

(The power to sell \$750 million in revenue bonds was granted by a bill President Eisenhower signed into law early in August. In a statement released at the time of signing, the President said he signed the measure only after assurance by Congressional leaders that a portion he found objectionable would be amended immediately. The President noted that the TVA is "part of the Executive Branch of the government" and said the "wholly unacceptable" portion of the bill "attempts to divorce TVA's construction program of new power-producing projects from effective Executive review and allows the Congress to modify the Authority's program without regard to the views of the President to exercise his Constitutional role in the legislative process." The new bill contains some limits on further geographic expansion but none on expansion of generating capacity, rates, or how the bonds may be sold.)

TVA was no slouch under the old system, even though Congress had fairly tight control. Latest figures show the TVA last year sold 57.2 billion kilowatt-hours of electricity for \$236 million. This is a new record, some half-billion kw and \$4 million more than last year.

These records were set in spite of the business recession, a reduction in power demands of the Atomic Energy Commission plants

in the area, and the partial loss of one of its largest customers. (The city of Memphis supplied some of its own power for the first time.)

The TVA now has some 1.4 million individual customers. It sells to 150 municipal and electric co-op systems.

Expansion was hefty last year. Generating capacity was increased by 775,000 kw. All of it was by addition of new steam plants, bringing their total to 10.9 million kw. TVA produced 61 billion kw last year, 75 per cent of it by steam plants. Steam generating capacity now tops hydro capacity by more than two-to-one.

In addition, TVA added 540 miles of high-voltage transmission lines and 12 new substations last year. Its system now has nearly 12,000 miles of transmission lines and 369 substations.

Meanwhile, the coal industry is joining the long list of TVA critics. A coal official has called present TVA policies "as much of a threat to the coal industry as the unfair competition of natural gas or foreign residual oil." (In spite) "of pious statements that all coal is bought after open competitive bids, and assertions that the bidder, not TVA, determines the prices; competitive bidding is used to depress prices and in effect coerce bidders."

The coal industry wants a Congressional investigation of the TVA coal buying practices.

Benson battling to end electric co-op subsidy

The Eisenhower Administration is warning rural electric co-ops that it will push hard for '60 passage of its proposal to boost the

interest rate on money borrowed from the government.

Agriculture Secretary Benson is laying it on the line to the co-ops, saying in several recent speeches "stand more on your own feet." He wants them to drop their opposition to boosting the present 2 per cent interest rate on loans made by the Rural Electrification Administration.

The Administration wants to raise the rate to a flexible figure high enough to cover the changing rates of interest the government pays for the money it borrows. It would also cover the cost of administering the loan program.

Benson is also supporting creation of a farm credit system for electric co-ops. This would be similar to a system created years ago for other farmer co-ops. The government supplied the initial capital and supervision for the creation of federal land banks, co-op banks, and co-op associations. All would supply financing for farmers and co-ops.

These banks charge normal bank interest rates. Almost all of the original government investment has now been repaid. Last year, the co-ops borrowed a record \$3.9 billion from these banks.

Benson has carried his attack on the subsidy interest rate right to the electric co-ops. Here is what he told one meeting of Virginia power co-op officials and members:

"The majority of the directors, managers and members of rural electric cooperatives want to stand on their own feet. They do not want to depend on government support. REA and the rural electric cooperatives have now come of age."

Home has replaced auto as family status symbol

The home in general and labor-saving appliances in particular have replaced the automobile as the family status symbol. That's what Judson S. Sayre, president of the Norge Division, Borg-Warner Corp., said recently.

"The greatly increased sales of the Rambler, Lark and foreign cars, forcing the new compact models introduced for 1960 are evidence of the change."

Sayre said the appliance industry had ended a decade of growth and expansion characterized by confusing and chaotic patterns. This resulted in an era of "profitless prosperity" for most.



The team behind the marketing of the 1960 Magic Chef line attended a company sales meeting recently held in Cleveland, Tenn. Left to right are: William H. Ferriss, director of advertising and marketing; Richard L. Simms, Jr., account executive, D'Arcy Advertising Co.; S. B. Rymer, Jr., president of Dixie Products Inc. (which acquired Magic Chef last year); H. O. Dethero, vice president-sales; and Cecil M. Dunn, special consultant to the president.



...made to measure

A product serves best when it fits its purpose. A Sid Richardson Gasoline Co. LP-Gas contract specifically made to fit your requirements means greater ease of operation and bigger profits for you and your company.

A "Richardson contract" gives you more assurance of on-time shipments of top quality product at competitive prices because we have no company-owned or controlled wholesale or retail outlets competing with you for product.

Sid Richardson **GASOLINE CO.**

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

REGIONAL REPRESENTATIVES

H. M. JONES
5123 NO. NEW JERSEY
INDIANAPOLIS, INDIANA

MARVIN L. DOSS
3148 SANDEFER
ABILENE, TEXAS

B. E. PATTON
6446 XERXES SO.
MINNEAPOLIS, MINN.

G. C. ANDERSON
7737 HAMILTON ST.
OMAHA, NEBRASKA



Coleman Co.'s company-owned planes will be a feature of another company's advertising this fall. Jess L. Moore Jr., general manager, Heating & Air Conditioning Division of Coleman (left); Renne Rankin, Coleman sales manager (right); and David L. Stavniak, manager of the Wichita branch of National Car Rentals, are shown at the Wichita airport in what will be the main illustration. Ads will appear in leading consumer magazines.

Fire-fighting movie is now available from NFPA

"L. P. Gas Fire Control," a 10-minute 16mm movie in color with sound, is now available through the National Fire Protection Association. It's an on-the-scene report of an outstanding job of fighting an L. P. gas tank truck fire.

The Arcade, Calif., fire department under Chief George W. Requa planned for gas fire emergencies. The emergency struck one night when a truck-trailer combination carrying 8000 gal. of LPG caught fire. The department was prepared, not only to fight the fire, but to record the action in detail on film.

Orders for the film, at \$75 per print, may be sent to National Fire Protection Association, 60 Battery March St., Boston 10.

Standard for glass-lined water heaters revised

Specifications for porcelain-enameled domestic hot water tanks are revised in a new recommended commercial standard.

The standard was requested by the Porcelain Enamel Institute. Its provisions were worked out with the cooperation of manufacturers, distributors, testing laboratories,

and users. After sufficient endorsements are received from representative industry organizations, it will be published as a voluntary standard of the trade.

Copies of the standard, entitled "Recommended Revision of Commercial Standard CS115-44, Porcelain Enameled (glass lined) Tanks for Domestic Hot Water Service, TS-5452," are available on request. Write A. S. Best, Commodity Standards Division, U. S. Department of Commerce, Washington 25, D. C.

Safety Congress devotes session to L. P. gas

On Wednesday, October 21, the 47th National Safety Congress, will devote a session to L. P. gas.

Co-sponsored by the Council's petroleum section, the LPGA and the American Society of Safety Engineers, is a roundtable discussion entitled, "L. P. Gas Safety from Bulk Plant to You."

The Congress, annual convention of the National Safety Council, is expected to attract 12,500 safety men.

Petrolane acquires assets of Arizona's Butane Corp.

On September 1, Petrolane Gas Service Inc. acquired all of the assets of Butane Corp. of Phoenix, Ariz.

R. J. Munzer, president of Petrolane, said the total consideration for the purchase was approximately \$1 million cash.

Munzer added that the acquired operations represent annual sales of \$1.3 million and that this expansion will increase the company's total sales volume to an annual rate of \$14 million.

Butane Corp. and its wholly owned subsidiary, Tate & Hobart Gas & Equipment Co., which was included in the acquisition, are the oldest L. P. gas distributors in Arizona. They serve 6,000 customers through 8 branches located in southern Arizona.

Operation Snowflake will promote major appliances

Major appliances will be promoted as Christmas gifts for the sixth consecutive year through U. S. Steel's Operation Snowflake. The program, which will start on November 16, has five parts:

(1) Consumer advertising—Net-

work television and a national magazine will cover the entire country. An increased newspaper budget and a schedule in eight appliance and marketing publications will also be featured.

(2) Distributor contact and assistance, including in-person presentations in 15 major markets, and special mail to all appliance distributors.

(3) Retailer contact and assistance to more than 30,000 dealers. Point-of-purchase kits will be offered at token prices.

(4) Organization of the trade. This year's Operation Snowflake is also coordinated with the major Christmas promotion of the AGA.

(5) Selling aids for media. Newspapers will be offered a ten-page service of ads, stories, and pictures in page-proof format. In addition, tie-in kits will be offered to radio and television stations.

Sinclair's new brand name builds product identity

Some months ago, Sinclair Oil & Gas Co. decided it should provide the LPG dealer more direct assistance in marketing his product. From this policy, the brand name "Truflame L. P. Gas" was born.

According to Assistant Sales Director John E. Storm, the company wanted to give the distributor "the competitive advantage of selling a nationally known brand while retaining the reputation established through the years by the local distributor."

The first step was to pick a suitable brand name. Management felt that as an industry matures, competition grows, and customers become more discriminating in their choice between competitive suppliers, brand names in marketing become more important. In the words of A. T. Scherer, sales director for the department, "In long-range product planning and selling, a nationally known brand name is a necessity."

The selection of the name was scientifically handled. Suggestions were sought from employees, distributors, and customers. The list, counting in the hundreds, was pared to 10. These were "tested" by a nationally known research company.

Public reactions were sampled in six widely scattered states. Two suggestions stood out: Truflame and L. P. Gas. Women, perhaps more imaginative than men, named

Now **MASTER TANKS** are filled **FASTER**



Master Tanks keep pace
with larger pumping
equipment now
used on propane
delivery
trucks

Now, all domestic tanks produced by Master Tank & Welding, Dallas, Texas, and Quincy, Illinois, will feature a new Multi-Valve® with a separate fill valve. This allows a much faster filling rate than any current Multi-Valve®.

This system utilizes splash filling, which creates a refrigerated condition and reduces the vapor pressure. Then tank can be filled without using a vapor return hose. Also, the direct flow on the separate fill valve cuts friction to a minimum

and reduces the strain on the truck pump. Rego engineers, in conjunction with Master engineers, have designed this new Multi-Valve® for the exclusive use of Master Tank & Welding. It cuts the time of each delivery stop and increases the number of calls each truck can make in a day. All this adds up to greater PROFITS. Another improvement has been to add a check lock to the bottom of the tank for liquid withdrawal.



MASTERPIECES OF
STEEL FABRICATION



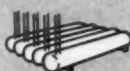
2000 S. Front St. • Quincy, Illinois • Baldwin 3-5014
P. O. Box 5146 • Dallas, Texas • Riverside 7-2441



TRANSPORTS



TANK TRUCKS



STORAGE



DOMESTIC



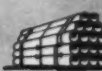
FILLING STATIONS



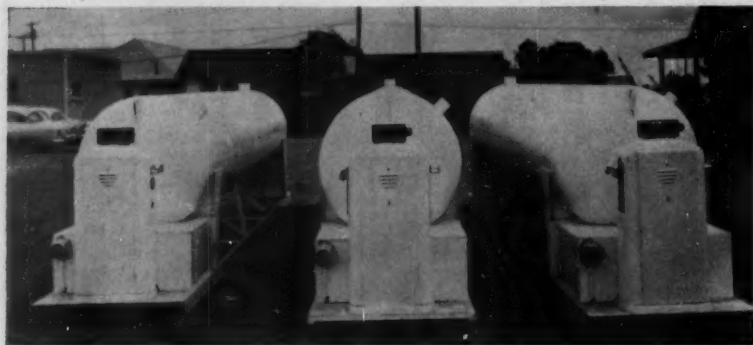
FARM CARTS



REFINERY



LINE PIPE



Master Tank & Welding Co., Dallas, is shipping these three service-station-propane-tanks to Chile. Part of an order of six tanks, the units have a 2000-gal. capacity. They are complete with meters especially designed for export, using the metric system and measuring liters.

them one-two, in that order. Men, more matter-of-fact and comfortable with a name they knew, put L. P. gas first, Truflame second.

So Sinclair combined the two, and came up with "Sinclair Truflame L. P. Gas." The solution was a happy one. It builds product identity while retaining the familiar name by which the product is known throughout the country.

Winners announced in Sel-Pac's training contest

William Beaty of Jerseyville Gas Service, Jerseyville, Ill., won a vacation trip for two, first prize in Selwyn - Pacific Co.'s "Flo Curves and Her Little Puzzlers" contest.

Beaty has his choice of an eight-day all-expenses-paid tour of Los Angeles, San Francisco and the West Coast, or ten-days in Miami and Nassau, all-expenses-paid.

Fifty other winners were notified by mail.

Details of a new contest for L. P. gas dealers only, offering a free trip for two to Hawaii, will be announced soon.

Perfection launches furnace sales campaign

"What's the Comfort Index in your home?"

That phrase is the sell-word for furnace dealers during a coming special fall sales campaign conducted by Perfection Industries, a division of Hupp Corp.

At a special meeting for 40 new dealers, Stuart A. Smith, furnace sales manager said "no homes built before 1949-50 have perimeter warm air heating systems.

Half the 50 million homes in the U. S. have no central heating. Even many of the homes built since 1950 have poor heating systems—engineered not for comfort but for low prices in project homes. This market adds up to \$262 million, according to our estimates."

The campaign sales materials are organized to first help the dealer target prospects, then sell them. Ten-dollar certificates for turning customers into salesmen are also furnished.

Co-op newspaper ads urge customers to take advantage of a free survey offer.

NEWS BRIEFS

"You Can Handle It," a materials handling training film, is available in black and white 16mm movie and 35mm sound slide versions. The film demonstrates proper and improper methods of lifting, carrying, stacking and every manual method of handling things. It features an interesting combination of cartoon and real life action. For prices and additional information, contact the National Safety Council, 425 N. Michigan Ave., Chicago 11.

A new sales aid has been prepared by the National Warm Air Heating & Air Conditioning Association. It should help a dealer sell cooling. Using the Discomfort Index as the basis, the new folder explains what the Index is and how your prospects can determine the "DI" themselves. For prices and additional information, contact the Association, 640 Engineers Bldg., Cleveland 14, Ohio.

Testing Machines Inc. has announced a complete series of new testing machines for the petroleum industry. They are manufactured by F. J. Hone & Co., Ltd., London, England. Interested persons may write Testing Machines Inc., 72 Jericho Turnpike, Mineola, N. Y. Purchasing and technical executives may receive a complimentary copy of a 224-page-reference manual and register of testing machines for all industries.

Superior Meter Co., Inc., wholly-owned subsidiary of Neptune Meter Co., has consolidated all its operations, including manufacturing and sales, in its main plant located in the Bush Terminal Building, Brooklyn, N. Y.

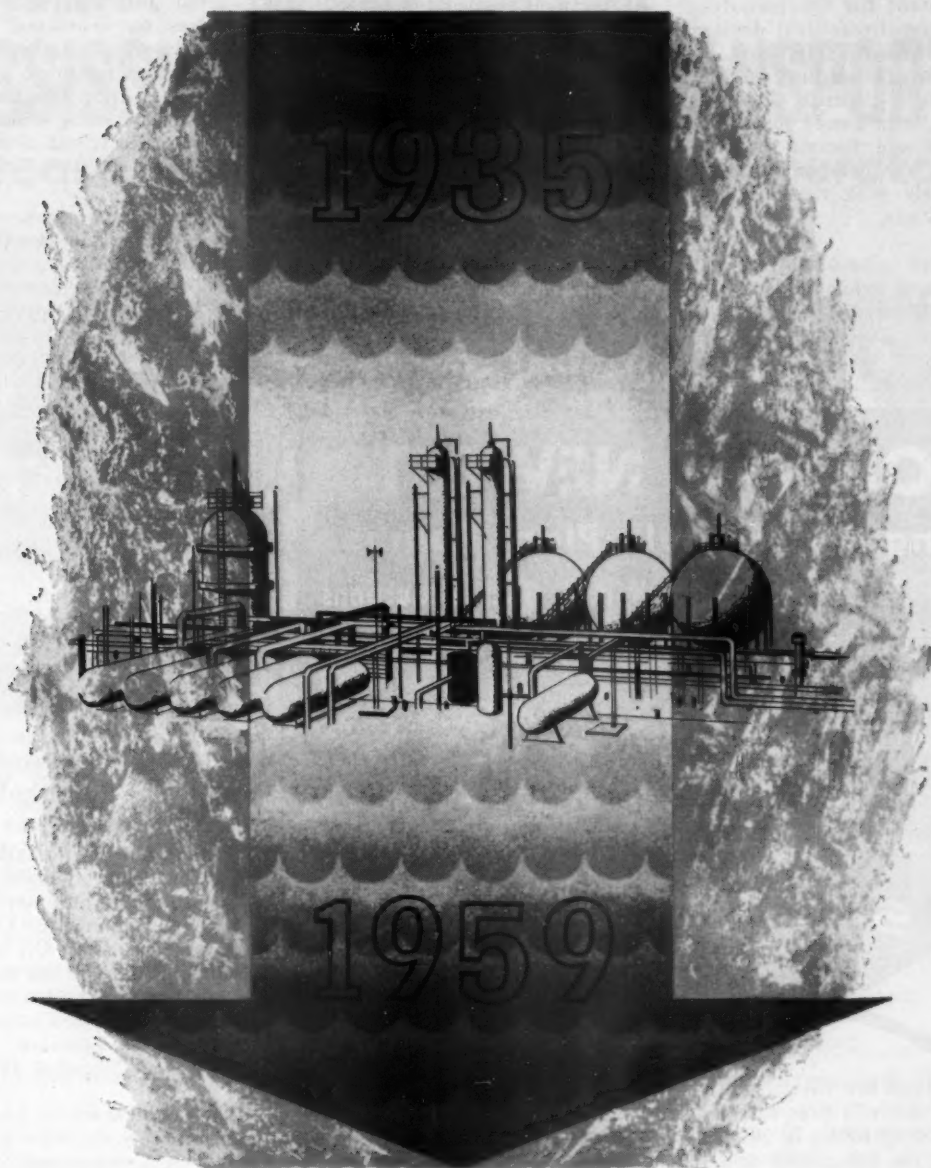
The product engineering division of Cribben & Sexton Co., Chicago, has been moved to its own quarters approximately three and one-half miles northeast of the main manufacturing plant. The main plant is located at 700 N. Sacramento Blvd. The new engineering facilities consist of 23,000 sq ft at 2835 N. Western Ave.

H. C. Little Burner Co. Inc. has been elected to membership in the Gas Water Heater and Gas Incinerator Divisions of GAMA. John V. Youngblood, general sales manager of the firm, is the company's delegate to GAMA. H. C. Little, vice president, is the firm's alternate delegate.

The 1959 edition of "Accident Facts," a statistical yearbook, is available from National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

The Buffalo district office and warehouse of the National Cylinder Gas Division of Chemetron Corp. have been moved to 396 Grand Island Blvd., Tonawanda.

A new division of Coleman Co., Inc., to be known as Coleman-Europe, will begin operations about Jan. 1, 1960. All manufacturing, distributing and administrative operations in Europe will be in the division. R. B. Spiro, currently vice president of the Coleman international division, has been named director general of the new division. Cecil F. Terrell will take charge of all Coleman activities outside the U. S., Canada, and Europe.



10...20...25 years without interruption...

Over 20% of Shell's LP Gas Distributors have been constant contract customers for Shell Propane—for ten to 25 years without interruption.

Year after year, Shell has maintained a 100% delivery record to all its propane customers. This achievement stems from one important policy:

Shell contracts to sell propane only within its capacity to produce.

Let a Shell Representative show you why it pays to be a Shell Propane contract customer.



SHELL OIL COMPANY

Albany • Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Indianapolis • Los Angeles
Minneapolis • New Orleans • New York • Portland, Oregon • Sacramento • St. Louis • San Francisco • Seattle



A new plant for the manufacture of automatic control devices will be built near Turin, Italy, by a newly formed subsidiary of Robertshaw-Fulton Controls Co. Robertshaw-Italia is owned jointly by Robertshaw and Societa Italiana per il Gas, the company serving most of Italy with city, natural, and bottled gas.

A complete sales aid kit on hydronics is now available from the Permaglas Division of the A. O. Smith Corp., Kankakee, Ill. The kit provides all the literature and

display tools needed to enable the wet heat advocate to compete effectively. The over-all program includes a national distributor sales contest, dealer promotional packages, special trade show exhibits, an integrated trade paper advertising and direct mail program.

The appointment of three new distributors of Universal built-in gas ranges was announced by Cribben & Sexton. They are Hayden Johnson, Arlington, Tex.; Dasco Corp., Inc., Indianapolis; and Baltimore Gas Light Co., Baltimore.

Norco Inc. has expanded its facilities on Wildwood Road in Elkhart, Ind. A unit recharge station has been installed. Additional service and test equipment was added for handling 4 and 6 cu ft gas and "Electrigras Norcold" refrigerators and the Vaillant hot water heater.

A new study analyzes the advantages and disadvantages of leasing auto fleets for company salesmen, both in cities and on-the-road. It has just been published by the Foundation for Management Research. The study does not deal with truck leasing. Single free copies of the study are available from the Foundation for Management Research, 121 West Adams St., Chicago 3, Ill.

Charters of incorporation: Home Gas Co., Inc., Idaho Falls, listing \$5,000 capitalization; Heat-Rite Bottled Gas Inc., Rocky Point, Tenn. of Brookhaven, N. Y., listing capital stock of 200 shares no par value; Woodbourne Gas Service Inc., Woodbourne, N. Y., listing capital stock of 100 shares no par value; and Plattsburgh L. P. Gas Corp., Plattsburgh, N. Y., listing capital stock of \$25,000.

Four new heating appliance brochures are now available. Copies of the first four in a series of ten cover Year 'Round Air Conditioning, Gas Furnaces, Oil Furnaces, and Gas Boilers. They may be obtained from the Advertising Department, Janitrol Heating & Air Conditioning Division, Surface Combustion, Columbus 16, Ohio.

The inside story on how to heat homes effectively with hot water is told in a new 30 minute, 16mm color-sound film. Just completed by the Permaglas Division, A. O. Smith Corp., Kankakee, Ill., it's entitled "Hydronics With Magic Heat." Specially suited for dealer meetings, the film is available upon request.

Tennessee Liquefied Gas Co., Memphis, recently purchased the assets of Kentucky - Tennessee Propane Gas Co., Clarksville, Tenn. Prior to the purchase, Tennessee Liquefied Gas companies were serving communities of West Tennessee from plants located at Dyersburg, Brownsville, Covington and Memphis. Roy Wakefield has been named manager of the new plant.

FOR THE NEWEST Viking LP-Gas Bulk Plant Pumps Specify 208U units with Helical Gear Reductions

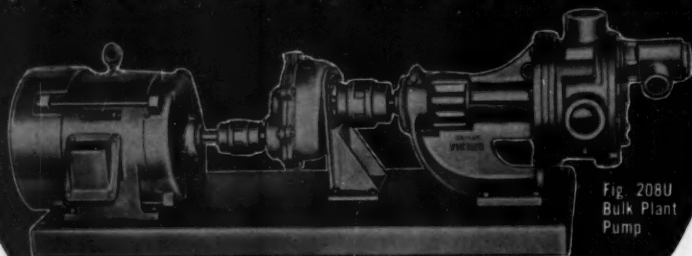


Fig. 208U
Bulk Plant
Pump

SMOOTH COMPACT
QUIET



These new Viking 208U LP-Gas pumps come in four sizes, each available with three speeds in capacities* of 29, 38, 48 G.P.M.; 41, 54, 69 G.P.M.; 78, 100, 125 G.P.M.; and 98, 126, 158 G.P.M. All give you fast, positive delivery from tank car to storage tank, or from storage tank to truck. Low cost, handy servicing is also assured with these separate gear reduction units.

NOTE! ADDITIONAL PUMP FEATURES INCLUDE:

1. Integral return-to-tank valve for more efficient service.
2. Internal pressure lubrication for added pump life.
3. Mechanical seal and O-ring gasket for non-leak operation.

*Based on 50 p.s.i. differential pressure.

For additional information on these units and the complete line of Viking LP-Gas Pumps, send today for the new Catalog HB.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" Pumps

SEE OUR FILE IN BUTANE-PROPANE CATALOG

Everywhere . . . the story's the same:

MISSISSIPPI TANK T-1 TRANSPORTS

Increase Profits for Progressive Operators!



Everywhere . . . every day . . . more and more operators find their profits rising because they converted to Mississippi Tank T-1 Load King Transports. The reason is simple: The high tensile strength of T-1 Steel permits the use of thinner shell plates and its weldability results in better construction.

Add to this exclusive Mississippi Tank engineering which insures perfect weight distribution and maximum loading, and you've got a profit-team that's unbeatable! In addition, every Mississippi Tank Transport is custom built to allow you to haul maximum legal loads in every state where you operate. Plan now to convert to Mississippi Tank T-1 Steel Transports and make more money next season!

All Mississippi Tank Units are fabricated according to latest ASME Code, and ICC Specifications.



**MISSISSIPPI
TANK COMPANY**
INCORPORATED

Hattiesburg, Miss. Phone JUniper 3-0262

For more information MAIL COUPON TODAY!

MISSISSIPPI TANK CO., INC.
Hattiesburg, Miss.

— Rush literature on T-1 Transports

Name

Company

Address

City and State

WHAT'S

NEW

IN PRODUCTS AND TRADE LITERATURE

For further information on items reviewed in this section use the convenient post-paid Readers' Service Cards on pages 81, 82



**Radiant heater
for industrial
and commercial
use is portable**

Circle 1 on Readers' Service Card

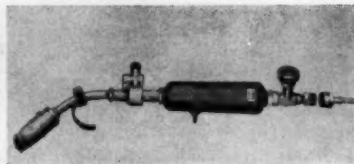
The development of a portable radiant gas heater for industrial and commercial use has been announced by Bright Leaf Industries, Inc.

The heater was specially designed to produce large amounts of usable radiant heat for unheated indoor and outdoor work areas or as supplemental heat for "hard-to-heat" areas in large buildings. The "Space-Ray" is a high-capacity unit which operates on all gases.

The intensely hot products of combustion of the burner are forced out through tiny holes in

the stainless steel heat exchanger to glow red hot. The cylindrical heat exchanger beams radiant energy off this red hot surface outwardly until it strikes a solid object.

A wire safety guard around the heater prevents contact with the red hot perforated screen of the heat exchanger. An added feature is the 100-per-cent-safety shut-off valve which automatically cuts off gas at the burner if pilot flame goes out. The 100,000-Btu heater is 36 in. high, 18 in. in diameter and weighs 50 lb. It is also available in 50,000-Btu size.



Three appliances can be used interchangeably with one handle

Circle 2 on Readers' Service Card

Rexo-Therm announces three new propane appliances with rotary-hose connection. They are: a soldering iron, soldering burner tube and paint burner (shown). The hose connection is free to rotate in relation to the handle of the appliance, eliminating hose twisting. The three appliances in the series have the same maximum output and can be used interchangeably with the same handle.



Chevrolet announces its 1960 truck line

Circle 3 on Readers' Service Card

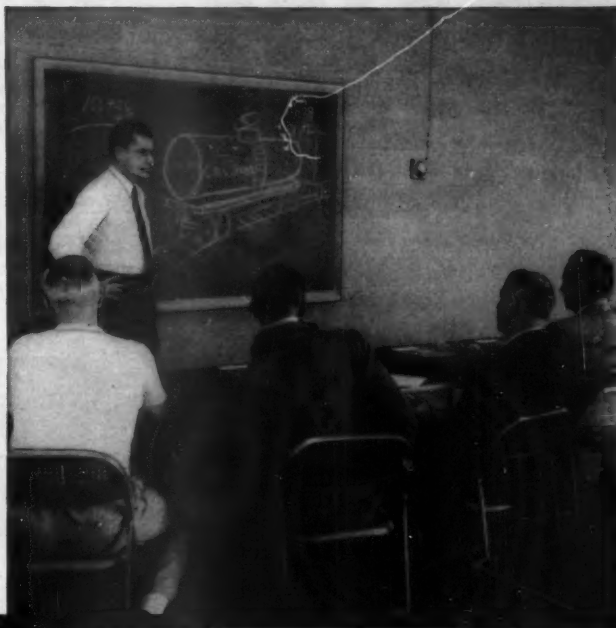
Total redesign of both styling and chassis mark the 1960 Chevrolet light-duty truck line. Ride, handling, and durability are improved by innovation of independent front-wheel suspension with torsion-rod springs on all but forward-control and 4-wheel-drive models. One-half- and three-quarter-ton conventional

EAST, WEST, NORTH OR SOUTH— THE STORY'S ALWAYS THE SAME

**"Cities Service has helped me
build a \$5,000,000 volume
in just 10 years"**

Thermogas Company has expected and received the full cooperation of Cities Service since the start of the company in 1948. Inventory control . . . warehousing . . . bookkeeping . . . sales training and education are all areas in which Thermogas has looked to Cities Service for experience and guidance.

Right now, this distributor is in the midst of spending \$80,000 per year to conduct intensive courses for employees and customers in virtually every phase of LPG operation. Expert Cities Service instructors are used for many classes.



**"I was in a jam but
Cities Service pulled me out"**

December 1, 1956, Loyd Hittle took over an LPG Distributorship. "On top of all the normal confusion, I found the storage tanks completely dry and customers clamoring for delivery." Hittle made a call to Cities Service and next morning he had his propane plus the assistance of a Cities Service technical representative.

Hittle Service is just one of the many LPG Distributors who have found Cities Service a valuable aid to business as well as a dependable source of supply.

Call or write the Cities Service office nearest you for full information.

CITIES SERVICE
QUALITY PETROLEUM PRODUCTS

3435 Broadway
Kansas City 11, Missouri
20 N. Wacker Drive
Chicago 6, Illinois
701 Sherland Building
South Bend 1, Indiana

500 Robert Street
St. Paul 1, Minnesota
6611 Euclid Ave.
Cleveland 3, Ohio
7730 Carondelet Ave.
Clayton 5, Missouri

626 E. Wisconsin Ave.
Milwaukee 2, Wisconsin

1658 East Euclid
Des Moines 13, Iowa

170 University Ave.
Toronto 1, Canada



For further information on these products use Readers' Service Cards on pages 81, 82

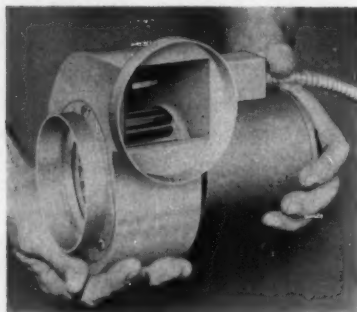
models also pioneer two-link suspension with coil springs at the rear. Cab floor and seat are at step-in height from the ground, eliminating inside steps. Other improvements include more durable cab structure with new rubber mountings, new design rigid frames, full-width hood openings, new hydraulic clutch control, suspended pedals and relay-type steering.



Furnace line adapts to summer cooling

Circle 4 on Readers' Service Card

Carrier Corp. announces a new Lo-Boy series to add to its Winter Weathermaker line of furnaces with easy adaptability to summer cooling. The heat exchanger is coated with a combination metal and ceramic material to withstand high temperature. The series includes six sizes with inputs ranging from 75,000 to 200,000 Btu. All are equipped with proper blower and motor selection for both heating and summer cooling.

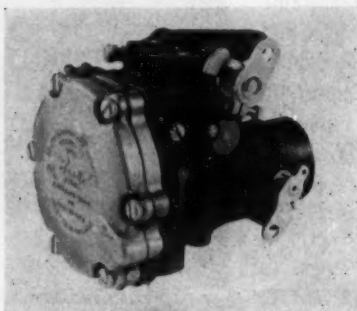


"Reznor Venter" vents gases through side wall of building

Circle 5 on Readers' Service Card

A motorized vent exhauster opens the way for the economy and flexibility of gas unit heating in office buildings, older manufacturing plants and multiple-story warehouses. The "Reznor Venter"

vents exhaust gases from unit heaters directly to the outdoors through the side wall of the building. It requires only a short length of standard, lightweight 4-in. pipe. Lack of a chimney is no longer a problem. It also opens the way for greatly extended use of floor-model, direct-fired heaters in the home. In residential applications, the Venter exhaust is taken through a hole in the floor, and then carried out under the floor to the outside. Powered by a permanently lubricated, fan-cooled electric motor, it is thermostat controlled. The model V300 is used with heaters from 25,000 up to 300,000 Btu input.



Pressure carburetor controls fuel mixtures

Circle 6 on Readers' Service Card

Zenith's pressure carburetor, known as PC-1, is made for 7/8-in., 1-in. and 1 1/4-in. applications. It gives accurate control of fuel mixtures from idling to top engine speeds. An economizing system reduces fuel consumption under light loads at part throttle operation. The principal metering control follows practices proved in aircraft and adapted to use for LP fuels.

Air conditioner is air cooled absorption refrigerated unit

Circle 7 on Readers' Service Card

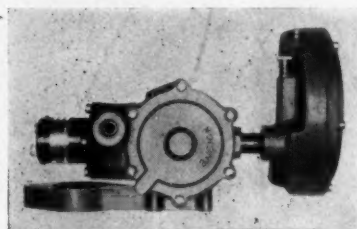
Payne has introduced a remote type gas-fired air conditioning unit. The "Miracool Air Conditioner," is an air cooled absorption refrigerated unit which supplies chilled water to the cooling coil. It can be adapted for use with companion upflow, downflow, or horizontal furnace installations utilizing matching coils, or can supply cooling alone with a fan-coil blower unit. The complete installation requires no special wiring, only a 110 volt connection, a gas service connection, and the connection of plastic water lines to the cooling coil.



New oven reduces meat shrinkage 10 to 18 per cent

Circle 8 on Readers' Service Card

Keating's "Wimco" oven is 46 5/16-in. deep, 32 1/4-in. wide and 57-in. high. This small oven will bake 40 9-in. frozen pies in 45 minutes, 40 9-in. cakes in 16 minutes. It will also hold two 60-lb rounds of beef with shrinkage reported at 10 to 18 per cent. A whirlwind fan drives the air inside the oven providing for absolutely uniform temperature. There is no vent to permit the moisture to escape from the products being baked, resulting in low shrinkage. Heat is transmitted purely by convection.



Small L. P. gas vaporizer has unusually large capacity

Circle 9 on Readers' Service Card

With the small Ensign Model "CV" L. P. gas vaporizer, which measures approximately 3 1/4-in. in diameter by 4 1/2-in. in length, operators of lift trucks, small tractors, etc., will find the unit has unusually large capacity for its size. While primarily designed to fit between the cylinder head and water-outlet connection to the radiator, the vaporizer may be mounted in any position on or near the engine, thus making it easily adaptable to most engine conversion requirements. A primary high-pressure regulator is built into the Model CV to reduce pressure of the fuel from the tank down to approximately 4 1/2 lb after passing through the vaporizing chamber.

Be Sure - Be Safe

POWELL LPG VALVES

for handling Butane and Propane Gases

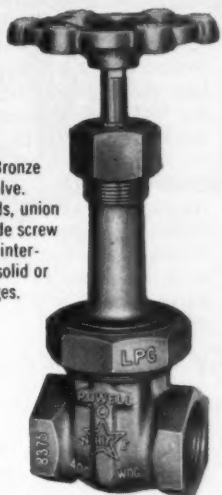


Fig. 8375—Bronze
LPG Gate Valve.
Screwed ends, union
bonnet, inside screw
rising stem, inter-
changeable solid or
double wedges.

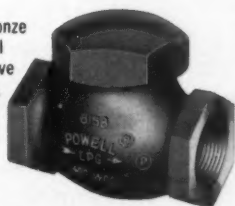


Fig. 8158—Bronze
LPG Horizontal
Lift Check Valve.
Screwed ends,
screwed cap.



Fig. 8103—Bronze
LPG Angle Valve.
Screwed ends, union
bonnet, screwed-in
nickel-bronze
seat ring.



Fig. 8150—Bronze LPG
Globe Valve. Screwed
ends, union bonnet,
integral seat.



Fig. 86191—Steel
Angle LPG Valve.
For severe service
and extra hazardous
conditions. Renewable,
screwed-in-nickel-
bronze seat ring.

Powell LPG Valves are expressly designed and engineered to handle liquid or gaseous Butane, Propane and Other Hydrocarbons.

* Available in Bronze (Globes, Angles, Gates, Checks, Y's) and Steel (Globes, Angles, Checks)...for 400 pounds W.O.G.

* Trim and internal parts are easily and quickly renewable.

* Valves can be re-packed under pressure when wide open.

* One-piece tubular packing and the discs of Globe, Angle, Check and Y Valves are a special composition that is highly resistant to wear, the action of LPG Gases and Liquids, and assures a positive leak-proof seal.

* Listed by Underwriters' Laboratories, Inc.

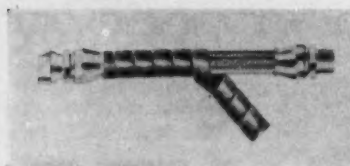
So one quick call to your local Powell distributor can solve all your valve problems. Or write directly to us.

THE WM. POWELL COMPANY

Dependable Valves Since 1846

Cincinnati 22, Ohio

POWELL...world's largest family of valves



"Plastic Coil Sleeve" protects hose assemblies

Circle 10 on Readers' Service Card

A new "Plastic Coil Sleeve" is now available from Aeroquip. It serves as a protector for various hoses ranging in size from 1/4- to 2-in. in diameter. For hoses up to

For further information use Readers' Service Cards on pages 81, 82

5/8-in. diameter it is supplied in coils up to 50-ft in length, and for larger size hoses, in 25-ft lengths. It will retain its shape and flexibility under temperature conditions ranging from -20 deg. to +200 deg. F.

Boiler may be installed in any convenient corner

Circle 11 on Readers' Service Card

New styling, "Magic Heet" control, and a complete range of sizes are the foremost features of the

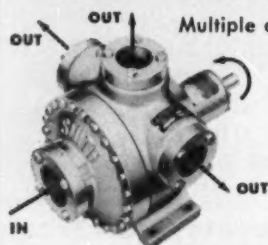
Permaglas gas-fired boiler line for home hydronic applications. Ranging in height from 34 to 45 in. and in diameter from 18 to 27 in., the compact, lightweight design affords easy installation in any convenient corner. The complete Btu range is from 110,000 to 420,000 an hour.

Pocket-size vapor tester for on-the-spot checking

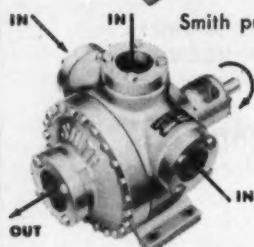
Circle 12 on Readers' Service Card

A pocket-sized tester for the detection of hazardous vapors has been developed by Davis Emergency for quick, on-the-spot checking of work areas. This light-weight combustible gas analyzer is easy to operate in the palm of the hand, or in its own attractive case. It is self contained with exceptionally long battery service life. Instrument with case and all accessories measures 4 x 6 x 5 in., and weighs 3 3/4 lb.

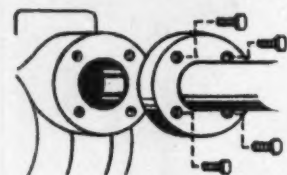
THE MONEY YOU SAVE ON INSTALLATION PAYS FOR A BETTER PUMP



Multiple outlets on Smith LPG Truck Pumps make them the easiest to mount and pipe up. They can be placed upside down, sideways or any way you like, pointing the inlets and outlets in the direction of greatest material and labor savings.



Smith pumps operate with equal efficiency in either direction of rotation, which adds even more possibilities for easier plumbing, plus making it possible to pump in and out with the same pump.



Steel flanges, available for threading or welding, add further to the savings by eliminating unions and extra flanges in the piping, making installation and removal faster and cheaper.

Any way you figure it you come out ahead buying a better Smith pump.

There is a SMITH PUMP for every LPG requirement: truck and bulk-plant units for small, medium, and large-volume transfer work, combination pumps, high-capacity heavy-duty pumps, and special models.

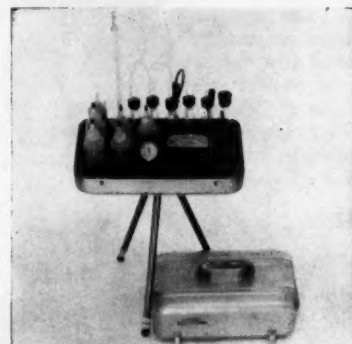


Murray 2-2293 and Murray 2-2691

SMITH PRECISION PRODUCTS COMPANY

1135 Mission Street, South Pasadena, California

Southeastern Distributor: Pond-Johnston Inc. Warehouses in Mobile, Ala.; Jacksonville, Fla.; Dallas, Tex.
Western States Distributor: Teeco Products, Inc., 3920 West Burbank Blvd., Burbank, California.



Instrument measures sulfur compounds in L. P. gas

Circle 13 on Readers' Service Card

Convenient and rapid gas analysis in field and laboratory is made possible with a new portable electrolytic titration instrument, the I-Br 313 gas titrator. Simplicity of operation makes it adaptable to use by both technical and non-technical personnel. The instrument is particularly useful for measurement of the concentration of hydrogen sulfide and organic sulfur compounds in L. P. gas and natural gas.

Deep-fat fryer will fry 70 lb of potatoes in one hour

Circle 14 on Readers' Service Card

A deep-fat fryer has been added to the Morley-Majestic RTX line of gas cooking equipment. This model has been designed to line up with all RTX models and will fry 70 lb of potatoes from raw to done

Trinity's got it



NEW ASME CODE

OLD CODE

maximum payload
now greatly
increased by ...

NEW CODE

authorizes 100%
joint efficiency tanks
fully x-rayed out
of 115,000
high-tensile
T-I Steel.

BIGGER PAYLOADS

Trinity Steel is first with New Code Transports ... at the same low WG Capacity Cost! For example, a Trinity T-I Transport with a capacity of 8,920 net gallons under the old code now can be increased to 9,220 net gallons ... at the same low WG Capacity Cost!

You get 300 net gallons *more* payload. Today ... write, wire or call collect about *your* New Code Trinity T-I Transport. Join the happy list of customers who have made Trinity Steel Co. the world's largest fabricator of T-I Transports.

TRINITY STEEL CO., INC.

4001 IRVING BLVD., DALLAS, TEXAS, U. S. A., PHONE FLEETWOOD 7-3961

Latin American Division: Tanques de Acero Trinity, S. A. Calle Poniente 150 No. 784, Mexico, 16, D. F., Plant and Sales Office.



in one hour. Fryer has "Deflector-Ray Jet" burners with ceramic radiants that convert gas into infra-red heat providing maximum heat at low fuel cost.

Burner system features 25-to-1 throttling range

Circle 15 on Readers' Service Card

Wherever hot air in motion is used for industrial drying, baking, or curing processes, the Airflo gas burner system provides flexibility of temperatures and loads because of its 25-to-1 throttling range. Based upon the principle of utiliz-

ing some oxygen from the stream of air being heated, it may be used on either recirculating—or single-flow systems. In addition it is suited for heating the make-up air introduced into industrial plants to replace that exhausted through fans and stacks.

Round and oval pipe available in fixed and adjustable length

Circle 16 on Readers' Service Card

Round pipe in Dura-Vent's line is stocked in 12 diameters: from 3 in. up to and including 20 in., in adjustable and fixed lengths. Oval

pipe is stocked in two equivalent diameters: 4 and 5 in., in adjustable and fixed lengths. Fittings for each size are available to meet every architectural requirement. The pipe and fittings are designed for easy assembly by hand, by pressing the units together and twisting until they snap lock. No tools are needed to join any pipe and fittings up to 6 in. For the larger sizes, only a screwdriver is required.

Make

BLACKMER

Rotary PUMPS

the heart of your

LP-GAS

handling system



For safe, dependable service, no other pump gives you so many valuable features

- ★ Ideal for truck, bottle filling or bulk plant installation.
- ★ Heavy duty, anti-friction bearings at both ends of the shaft — completely protected from the pumpage.
- ★ Cartridge-type mechanical seals protect bearings and eliminate packing gland maintenance.
- ★ Non-metallic sliding vanes — "self-adjusting for wear."
- ★ Easily replaced wearing parts.
- ★ Differential pressures up to 100 psi and hydrostatic pressures up to 1250 psi.

WRITE FOR BULLETIN 500

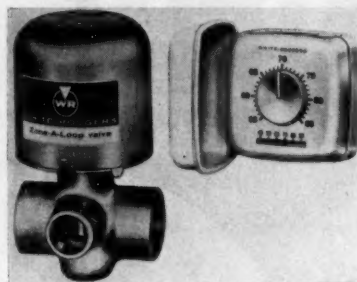


"liquid materials handling"® equipment

BLACKMER

BLACKMER PUMP COMPANY, GRAND RAPIDS 9, MICHIGAN

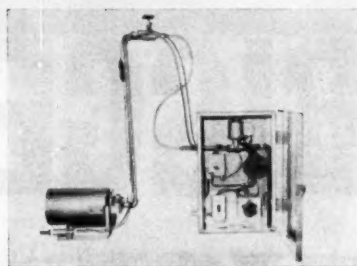
See Yellow pages for your local sales representative



"Zone-A-Loop" package is for single-pipe hydronic system

Circle 17 on Readers' Service Card

"Zone-A-Loop," a zone control package for single-pipe hot water heating systems, is introduced by White-Rogers. Designed for use with either new or existing systems, it provides all the advantages of zoning, but reduces installation costs. Each zone is equipped with a low-voltage Fashion thermostat and a small automatic water valve. Of rotary design, the valve allows unrestricted flow through the feeder pipe when the thermostat is not calling for heat.



Tar kettle burner system keeps temperature uniform

Circle 18 on Readers' Service Card

The Mutual automatic L. P. gas tar kettle burner system is available for installation on most tar kettles. Through thermostatic control a specified temperature can be maintained. The system consists of the control box and burner assembly. The control box includes solenoid valve, relay, low-pressure regulator, switch and thermostat,

FOR MORE INFORMATION

about New Products
in this Issue

Each New Product or Trade Literature item reviewed in this issue is numbered. Circle the corresponding numbers on the Readers' Service Card; then PRINT your name, title, company and address plainly and drop the card in the mails (no postage is needed).

USE THESE
POSTAGE FREE
POST CARDS

Circle the
number of the
item requested

FIRST CLASS
PERMIT NO. 36
New York, N. Y.

BUSINESS REPLY CARD
No postage necessary if mailed in the United States

POSTAGE WILL BE PAID BY

BUTANE-PROPANE
News
Readers' Service Dept.

P. O. BOX 106

VILLAGE STATION
NEW YORK 14, N. Y.

BUTANE-PROPANE *News* READERS' SERVICE DEPARTMENT

Please send me further information
about the items circled below

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63

• Please Print

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY & STATE _____

October, 1959 • Void after 90 days

BUTANE-PROPANE *News* READERS' SERVICE DEPARTMENT

Please send me further information
about the items circled below

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63

• Please Print

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY & STATE _____

October, 1959 • Void after 90 days

FIRST CLASS
PERMIT NO. 36
New York, N. Y.

BUSINESS REPLY CARD
No postage necessary if mailed in the United States

POSTAGE WILL BE PAID BY

BUTANE-PROPANE
News
Readers' Service Dept.

P. O. BOX 106

VILLAGE STATION

NEW YORK 14, N. Y.

FIRST CLASS
PERMIT NO. 36
New York, N. Y.

BUSINESS REPLY CARD
No postage necessary if mailed in the United States

POSTAGE WILL BE PAID BY

BUTANE-PROPANE
News
Readers' Service Dept.

P. O. BOX 106

VILLAGE STATION

NEW YORK 14, N. Y.

BUTANE-PROPANE
News **READERS'**
SERVICE DEPARTMENT

Please send me further information
about the items circled below

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63

• Please Print

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY & STATE _____

October, 1959

• Void after 90 days

FOR MORE INFORMATION

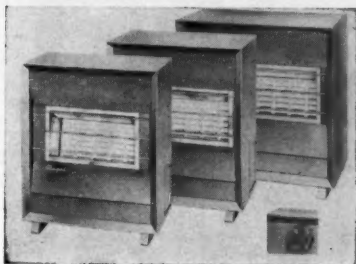
about New Products in this Issue

Each New Product or Trade Literature item reviewed in this issue is numbered. Circle the corresponding numbers on the Readers' Service Card; then PRINT your name, title, company and address plainly and drop the card in the mails (no postage is needed).

USE THESE
POSTAGE FREE
POST CARDS

Circle the
number of the
item requested

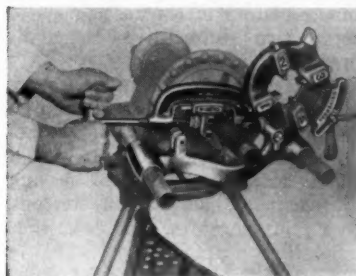
Running from this to the burner is the main gas line, pilot gas line, pilot generator and temperature-sensing element.



"Dual Cabinet" construction keeps heater cabinet cool

Circle 19 on Readers' Service Card

Chattanooga Royal announces its completely new "Royal" cool cabinet unvented circulators, available in 20,000-, 30,000- and 40,000-Btu input sizes. All models are designed to accommodate the new Model FC-1 fan which is optional for field installation. The cabinet remains cool because of "Dual Cabinet" construction containing an insulating layer of air around the top and sides. All the heat is radiated into the room at the comfort level. All finishes are baked enamel over bonderized steel.



Accessories convert Power Drive into threading machine

Circle 20 on Readers' Service Card

Now, three accessories, designed and developed by Ridge Tool, convert the portable "Ridgid 300 Power Drive" into a fast, smooth-operating pipe- and bolt-threading machine. First is the "Ridgid No. 310 Carriage," which slips on the support arms of the No. 300 power drive, and holds the die head and cutter exactly like a pipe machine. The full-floating, wheel-type "Ridgid No. 360 Cutter" features wide rolls for straight cuts at pipe machine speed. Finally, the No. 310 carriage is designed to accommodate any "Ridgid 500 Series Quick-Opening Dies," pipe or bolt. Die head and cutter are independent.

Combination filter, solenoid is 2 7/8 in. in overall length

Circle 21 on Readers' Service Card

The Beam Filterlock Model FL-215 is 2 7/8 in. in overall length. It is also a combination of both filter and solenoid. Available in either 6- or 12-volt models it has a 3/4-in. female pipe inlet and 1/4-in. male pipe outlet. Complete unit weighs 8 oz and is suitable for installations using up to 4 gal. of liquid fuel per hour.

TRADE LITERATURE

"Let's Talk About Credit"

Circle 22 on Readers' Service Card

"Let's Talk About Credit," a 38-page booklet, is a complete guide to the organization of a profitable credit program for dealers and distributors of petroleum products. Cities Service's booklet discusses risk selection, obtaining credit information, making money on credit sales, collection techniques, and credit management. One important chapter discusses the problem of farm credit.

Regulator information

Circle 23 on Readers' Service Card

A new brochure describing the complete Beam line of L. P. gas and natural gas regulators is now available. Horsepower ranges from 2 to 500 with detailed specifications and applications illustrated and described.

Heavy-duty-truck directory

Circle 24 on Readers' Service Card

The availability of a new directory offers operators a complete and ready reference for both sales and immediate service on all heavy-duty Ford trucks. The 275 dealers listed in the directory are company-authorized. It also lists the address and telephone number of each of Ford Division's 35 district sales offices.

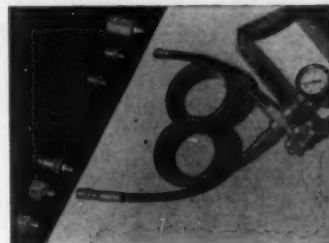
Light weight piping brochure

Circle 25 on Readers' Service Card

"Fittings and Flanges for Light Weight Piping," outlines 4-way savings obtainable by using light weight carbon steel piping. Dimensions are given for Tube Turns' complete line of light weight welding fittings available in 3/4 to 24 in. nominal pipe sizes and for its 125 lb forged steel light weight taper face flanges.



"NOSEY JOE" LEAK TESTING KIT



A positive, easy way to detect leaks in LP Gas lines between tank and house regulator. Adapter fittings, gauge, valve, hose fittings and instructions packed in metal box.

SERVICEMAN'S TOOLS



Imperial Flaring Tool

Faceted flaring cone maintains full thickness of tube. Flares aluminum, brass or copper.



Pigtail Wrench

Offset style—3/4" and 1 1/4". Fits old and new style pig-tails. 12 point openings cannot slip.



Flexible Manometer Kit

Contains all parts for complete adjusting and testing. Accurate as the finest laboratory U-Tube.



Gas Kit

Complete set of Reamers, Files, Drills, Wrenches, etc., in handy metal box—meets every service need.



Millivoltmeter Kit

Checks open circuit voltage output of #50 and #80 thermocouples. Leatherette case and instructions.



Safety Flashers

Small, compact—40 flashes per minute. Weatherproof, 20-ga. case. Standard 6-volt battery.

Send for Fine Complete LP Catalog

Fine PRODUCTS CO.
6240 OGDEN AVE.
BERWYN (Chicago Sub) ILLINOIS

Georgia LPGA shows what can be done by promoting \$70,000 4-H project

HOW big an educational project can a state LPG dealer association tackle? Concrete, brick, and mortar proof of what can be done is the \$70,000 LPG Demonstration Building at the Eagle Rock 4-H Club Center in Eatonton, Ga.

Located in north central part of the state, the \$3-million, 1452-acre center is part of a park that contains a large, eagle-shaped rock mound believed to have been constructed by pre-Indian inhabitants. Operated by the Agricultural Extension Service of the University of Georgia College of Agriculture, it has complete meeting, recreation and living facilities for groups of up to 1200. While intended primarily for 4-H use, its 54 dormitory-cottages have accommodated many adult groups from various parts of the south.

On one of the numerous, tall-tree-surrounded, curving drives is the LPG Demonstration Building, the pride and joy of the Georgia LPGA. The structure's very existence is due primarily to the untiring efforts of one member of that association.

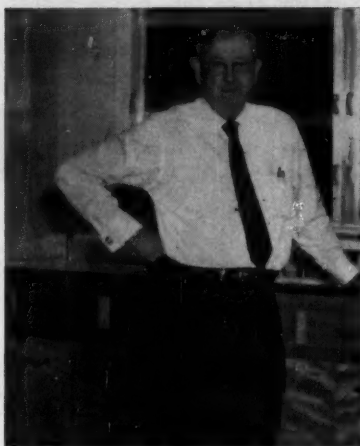
Georgia LPG dealers first became interested in Rock Eagle in 1952. The two-year-old center was rapidly progressing. Kilowatts

had the lighting load and had their eyes on the kitchen load, too. Natural gas was out. One of the advantages of Rock Eagle is its distance from the hustle and bustle of the cities, which also puts it quite a way beyond the mains. LPG was the natural answer.

Then Georgia LPGA appointed a committee to study the feasibility of raising \$25,000 as a donation toward the construction of an LPG demonstration building. The initial response was excellent. But, before the program could really get off the ground, the entire committee was lost through the sale or merger of its members' companies. The project halted.

One year later, in 1955, A. L. "Doc" Cain of Griffin, was elected president of the association. Within a year he had raised the \$25,000.

"It took quite a lot of doing," one association member recalls. "We had \$5000 collected when 'Doc' came into office. When he had brought the figure up to \$23,600, 'Doc' got us all together in a room and locked the door. He wasn't going to let us out until we had pledged the last \$1400! Well, we got out, but not before the project was fully subscribed!"



The man who almost single-handedly pushed through the Rock Eagle LPG Demonstration Building Project is two-time Georgia LPGA President A. L. "Doc" Cain.

The money was turned over to the 4-H Club Foundation, and in January 1957, construction started. It was completed later that year—on the outside. The inside still needed the ranges, water heaters, refrigerators, and other equipment necessary to show 4-H members the benefits of gas.

"Doc" got busy again. He got so busy that he became the first man in the history of the association to serve two consecutive terms as president.

He wrote personal letters to appliance manufacturers. Sixteen of them sent a total of 26 gas ranges. Other donations were: four hot water heaters, two central heating systems, two suspension heaters, four refrigerators, and two gas lamps!

The original estimate of \$25,000 was not enough and another \$4000 was needed. "Doc" went to suppliers, manufacturers, and friends of the LPG industry all over the country. Before he was finished, 105 different groups had contributed. Donations ranged from \$100 to \$3000. Today, the building with its equipment is worth an estimated \$75,000.

Demonstrations of the advantages of LPG are not limited to the kitchen. Future farmers are shown how to use LPG for tractor and other vehicular carburetion. Commercial uses are also on view.

Constructed in a "T" shape, the LPG demonstration building has three main rooms measuring 28 x 40 ft each. Two of these rooms are devoted to kitchen uses while the third is for farm equipment. In the



A tribute to what a state LPG dealer association and its untiring president can do, the LPG Demonstration Building is an attractive brick structure in an attractive wooded setting.



**trainload?
carload?**

whatever your need

we want your order...

so **REACH,
L.P.G. MAN**

Anchor has the facilities to meet your need, whatever or wherever it is. And moreover, Anchor wants your order . . . wants you as a customer. They'll go out of their way to see that you are given every service humanly possible. Anchor's nation-wide facilities are of the most modern. Anchor men are skilled and experienced. There is one near you. So, reach, L.P.G. man, for that phone. Call Anchor in Tulsa, CHerry 2-7261.

ANCHOR
PETROLEUM COMPANY • TULSA

Sales Offices: Toledo, Shreveport, Hattiesburg,
Houston, Midland, Long Beach, Calgary





This is only a portion of one of the two kitchen demonstration rooms, each stocked with up-to-date gas appliances.

kitchens are 26 cooking units.

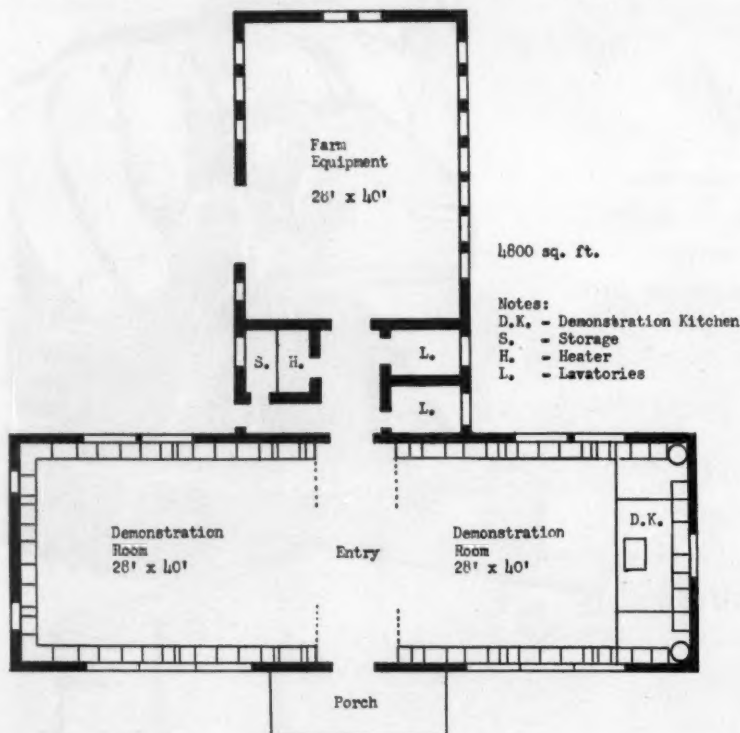
Fifty demonstration schools were conducted last year with 15 to 20 girls attending each. At one 12-day school, a total of 302 4-H Clubbers prepared breads, biscuits and muffins. On another occasion 115 homemakers attended a meat-cooking demonstration. A total of 1389 girls, boys, homemakers, and home demonstration agents attended these schools from February to August last year.

The center is open the year around and every one of the 54 cabins is heated with LPG. The fuel is supplied by Georgia LPG dealers, contracting on a bid basis yearly. Roughly 56,000 gal. are used annually for the demonstra-

tion building and the cottages. Most of the supply piping is underground. One thousand-gallon storage tanks serve four cottages each. The company that gets the fuel contract is also responsible for service and adjustments.

Appliance manufacturers continually replace their products with the latest models.

The LPG Demonstration Building at Rock Eagle is an outstanding example of what a state association can do to promote LPG with present and future homemakers. It is a tribute to the far-sighted manufacturers, suppliers, and other industry people who contributed so generously, and to "Doc" Cain, a Cain who was really able!



Here's the floor plan of the 4800 sq ft structure, located within easy driving distance of Atlanta, Athens, and Macon.

New Mexico group elects Anderson its president

At its August 3-4 meeting, the New Mexico LPGA elected Cecil Anderson, Anderson & Watkins, Roswell, its president. The convention was held in Albuquerque at Western Skies.

Other officers elected include Charles Nicholson, Belen Butane Supply Co., Belen, vice president; and Dick McCowen, Ikard & New-som, Las Cruces, secretary-treasurer.



Elected president of the New Mexico LPGA for a two-year term was Cecil Anderson (center). The new Vice President, Charles Nicholson, is on the left and the Secretary-Treasurer, Dick McCowen, on the right.

During the business meeting session of the convention, it was voted to extend the term of the officers to two years.

John K. Minnoch, Chicago public relations man, was the concluding speaker at the two-day meet. He cautioned delegates not to become so concerned over competition as to forget the customer.

Earlier in the program, New Mexico's Lt. Gov. Edward V. Mead had urged that more responsibilities be delegated to the state government post he holds.

Northeast LPGA makes plans for October meet

Northeast LPGA has made most of its plans for the 5th annual convention and trade show in Washington, D. C., October 12-14.

The general session will feature Les Fagan, president LPGA, and



A new National LP-Gas Council member, R. Opie (right), Northern Gas & Equipment Co., Fargo, N. D., is welcomed by F. H. Andrews, United Petroleum Gas Co., Minneapolis. Opie is one of the record 183 new members that have joined the Council since it announced its \$100,000 sweepstakes promotion last May.

president, Gem Automatic Gas Co., Granite Quarry, N. C., as he tells dealers and suppliers to "Awaken to Your Industry." The "Past and Present" will be discussed by Walter O. Snelling, Ph.D., Research Chemist, Allentown, Pa. "Columbus Didn't Have No Gas" will be Edmund H. Harding's, Washington, D. C., topic.

At a second general session, Walter Petravage, Business Relations Department, Chamber of Commerce of the United States, Washington, D. C., will speak on "Political Action." And the "Golden Sixties" will be the subject presented by E. Carl Sorby, Geo. D. Roper Sales Corp., Kankakee, Ill.

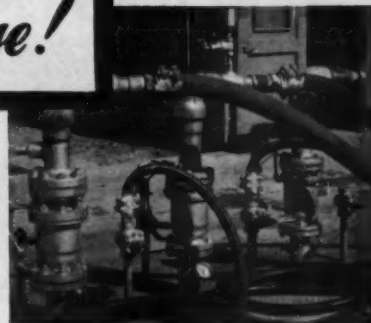
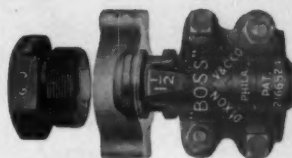
Fifty companies will be exhibiting and will be available to discuss problems and exchange ideas.

Broadway-type entertainment, prizes and more prizes and a special ladies' program complete the plans made to date.

Association Notes

A new district convention and trade show is being added to LPGA's 1960 program. It's the Mid-South District Convention and Trade Show, booked for the Peabody Hotel, Memphis, Tenn., and slated for May 29-31. Co-sponsors with LPGA are the Arkansas LPGA, Louisiana Butane-Propane Institute, Mississippi L. P. Gas Dealers Association, and the Tennessee LPGA. Arkansas and Tennessee leaders have

Strongest, Safest Connections...for All L-P Hose!



"G J-BOSS" STYLE X-34 GROUND JOINT FEMALE COUPLINGS

Unequalled in strength, durability and safety! That's why more and more "GJ-Boss" Couplings are being used on hose handling L-P Gas . . . at bulk plants . . . on carloading rigs . . . and other installations. All parts are steel or malleable iron, thoroughly rust-proofed. Furnished with super-strong "Boss" Offset and Interlocking Clamps. Ground-joint union between stem and spud forms leakproof, trouble-free seal. Sizes 1/4" to 6", inclusive. Also available in washer type, and with companion "Boss" Male Couplings. Stocked by Manufacturers and Distributors of Industrial Rubber Products.

DIXON Valve & Coupling Co.

GENERAL OFFICES & FACTORY—PHILADELPHIA 22, PA. BRANCHES—CHICAGO
BIRMINGHAM • LOS ANGELES • HOUSTON • DIXON VALVE & COUPLING CO. LTD. TORONTO
ASSOCIATE COMPANIES—BUCK IRON COMPANY INC. QUAKERTOWN, PA. PRECISION DRAWN STEEL COMPANY CAMDEN, N.J.

SAVE UP TO 30%

ON TRUCKING AND BOOKKEEPING COSTS WITH HIDY DEGREE-DAY SYSTEM

Would you pay \$95 a year rental to save up to 30% on your bookkeeping and trucking costs? That's what hundreds of users of the HIDY degree-day system are saving every year. With this system you can deliver more gallons per mile—make fewer trucks do the same job. Can be bought or leased. In use in all parts of the country. The most accurate, easiest to install, simplest to maintain degree-day recorder on the market—and that statement is backed by \$1000 reward for anyone who can prove otherwise! Write for full story of this money-saving, work-saving plan—ask for Bulletin 10PB.

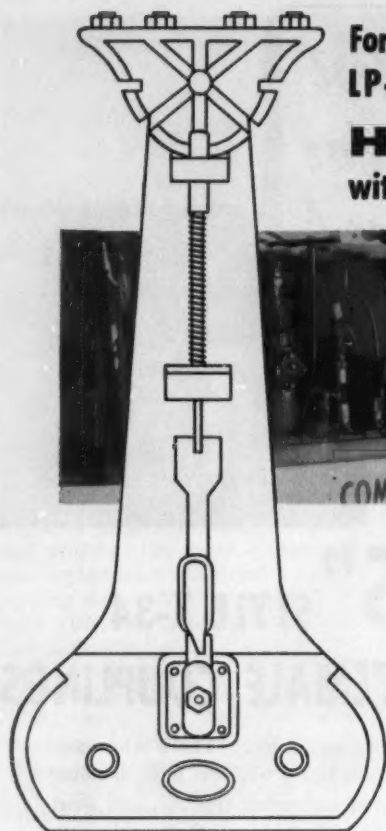
Please state whether you already operate on Degree Day system.

HIDY-BROWN RECORDER COMPANY

OUR FIVE MILE
RD. CINCINNATI 30,
OHIO

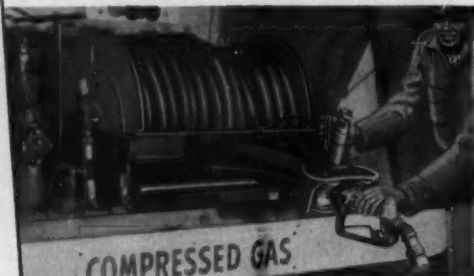


(Note: Some territories still available for sales representatives. Write for information.)

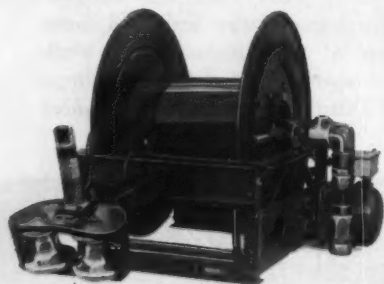


**For Faster
LP-Gas Delivery...**

**HANNAY Reels
with GUIDEMASTER**



For any pumping system . . . with any rewind power . . . Hannay hose reels with the Hannay Guidemaster will reduce delivery time, extend hose life, cut operating costs! Hannay reels give you fast, positive controlled rewind. Hannay Guidemaster permits left or right delivery and controlled, level rewinding with one hand operation.



See your LP-Gas Equipment Supplier for complete information, or write direct for the Hannay LP-Gas Delivery Equipment Catalog.

Hose Reels by

HANNAY

CLIFFORD B. HANNAY & SON, INC., WESTERLO, NEW YORK

GENERAL L-P GAS TANKS

20 lb.—40 lb.—60 lb.—100 lb. Cylinders

Complete Line of Accessories for Single or Double Hook-ups . . . Regulators—Valves—Racks—etc. Everything that is needed for complete Bottle Gas Installation.

★ Send for full details today.

General Processing Corporation
Main Office and Factory: Quincy, Michigan

West Coast Division:
10854 E. Central Ave., El Monte, California



agreed to stage their annual state meetings during the district gathering.

The National LP-Gas Council, effective with its 1960 campaign, has named Bozell & Jacobs Inc. as its advertising agency. In addition to national advertising, the Council will expand its dealer sales aid promotional material to assist dealers in selling more products and services on the local level.

B. L. Hankins, Frankfort, was elected president of the Kentucky LPGA. The election was on August 4, the final day of the association's three-day convention at the Kentucky Hotel. Other officers elected were William D. Johnson, Franklin, 1st vice president; and Irvin Etscorn, 2nd vice president. Reelected were the secretary, Miss Frances L. Holliday, and treasurer, Charles E. Nead. About 400 persons attended.

Comparison on gas, electric water heating

The current issue of the Montgomery Ward catalog can give dealers a good selling piece on the cost of operating gas and electric water heaters. Particularly useful because it is an unbiased comparison, the catalog lists these facts:

"The fast 40-gal. electric with 2 4500 watt elements will give 40 gal. of 100 deg. rise water in 2 hours. This heater will use 9 kw per hour or 18 in 2 hours, and at the low rate of 1¾ cents per kw, 40 gal. will cost 31½ cents. The 30-gal. gas heater with a 30,000 Btu burner will give 25.2 gal. of 100 deg. rise water in 1 hour or 50.4 in 2 hours. This burner will use a little less than ⅔ gal. of gas in 2 hours, and at 18 cents per gal., 50.4 gal. of water will be heated for 12 cents."

Using this unbiased comparison as a sales tool, dealers can show prospective customers that electricity costs over three times as much as L. P. gas!

OPERATING AN L.P. GAS Business

*A Handy Reference Library of
12 Practical Booklets*

Each booklet is a collection of the best articles on the titled subjects which have appeared in Butane-Propane News. 15 or more subjects under each cover, from 48 to 64 pages of information written by authors recognized for their experience in the industry and their technical know-how.

1. Problems of Management
2. Bulk Plant Design and Operation
3. Fuel Transfer with Pumps & Compressors
4. Servicing Domestic Appliances
5. Consumer Bulk Systems
6. Selling
7. Commercial Applications
8. Industrial Applications
9. Farm Applications
10. Poultry Brooding and Incubating
11. Power
12. Town Plants

Available separately or as a set

ORDER FORM

BUTANE-PROPANE News

198 S. Alvarado St., Los Angeles 57, Calif.

Please send me, postpaid, the booklets ordered below.

I enclose \$..... in full payment.

(In California add 4% sales tax.)

☐ Complete set of 12\$8.55

INDIVIDUAL BOOKLETS

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> No. 1—\$1.00 | <input type="checkbox"/> No. 7— .50 |
| <input type="checkbox"/> No. 2—\$1.00 | <input type="checkbox"/> No. 8— .50 |
| <input type="checkbox"/> No. 3—\$1.00 | <input type="checkbox"/> No. 9— .50 |
| <input type="checkbox"/> No. 4—\$1.00 | <input type="checkbox"/> No. 10— .50 |
| <input type="checkbox"/> No. 5—\$1.00 | <input type="checkbox"/> No. 11—\$1.00 |
| <input type="checkbox"/> No. 6—\$1.00 | <input type="checkbox"/> No. 12— .50 |

Company

Name

Address

City & State

AMERICAN[®] ALUMINUMCASE AL-110-LPG METERS



CUT COSTS — compact, light weight, aluminum alloy die-cast meter reduces shipping and handling costs...weighs less than 17 pounds.

BUILD LOADS — AL-110-LPG meters give your customers "utility-type service"... build the confidence that helps you sell more gas and gas appliances. Ideal for medium-sized homes with space heating and for small commercial loads.

MEASURE ACCURATELY — from pilot to full capacity loads. Precision engineered design includes grommet seals, self-lubricating bearings, plastic index box and reinforced flag rods. Bellows-type molded Duramic diaphragms designed to meet the requirements of LP-Gas services.

Rated capacity 110 cfm propane at 1/2-inch w.c. differential—5 psi working pressure. Available with 3/8, 1/2 or 3/4-inch F.P.T. connections. Ask for Bulletin 807.

**AMERICAN[®]
METER COMPANY**

INCORPORATED ESTABLISHED 1926

General Offices: Philadelphia 16, Pa.
Sales Offices in Principal Cities



BPN

PEOPLE

SUPPLIERS

JAMES H. BINGER, vice president of Minneapolis-Honeywell Regulator Co., has been elected to the company's board of directors. **DR. FINN J. LARSEN**, from director of research to the newly-created post of vice president in charge of research. **ALLAN L. RU-**

DELL, from chief accountant, Temperature Controls Division, to comptroller, Appliance Controls Division. **Rudell** succeeds **JAMES GREENELL**, transferred to Minneapolis to serve as comptroller of the Temperature Controls Division. **ROBERT A. WOLFE**, from branch industrial sales manager at Albany, N. Y., to manager at Pittsburgh. **EDWARD J. REULEBACH, JR.**,



J. H. Binger
Honeywell



Dr. F. J. Larsen
Honeywell

New York City branch office, to head operations in Albany. **JOSEPH H. TOIFEL** moves from Youngstown to Columbus, Ohio. **WILLARD T. SMITH**, branch manager in Pittsburgh, becomes an account executive there.

FRANK W. OWEN, from partner, National Heating & Plumbing Co., to district sales manager, Stewart-Warner Corp. Succeeds **BRYAN RIDLEY**, transferred to another territory from Illinois, Kentucky, Tennessee and Missouri area.

STANLEY WARNER, from chief engineer to the new position of director of research and development, Chattanooga Royal Co. **ALBERT B. CHAMBERLAIN**, from product engineer to chief engineer.

E. E. RICHARDSON, from Philadelphia district representative, Dixie Products Inc., to district representative for Lower New England, Magic Chef. **E. W. CRABTREE**, from his own distributing company in Tampa, Fla., to Dixie's Florida district representative.

EDWARDS G. STANHOPE, from various sales executive positions, Saco-Lowell Shops, to Yale hoisting equipment district manager, New England, Yale Materials Handling division, Yale & Towne Manufacturing Co.

WILLIAM T. BRENT, from manager, wholesale division, Temco Inc., to sales manager, Gas Range Division, Phillips & Buttorff Corp.



W. T. Brent
Phillips & Buttorff



V. L. Klein
Caloric

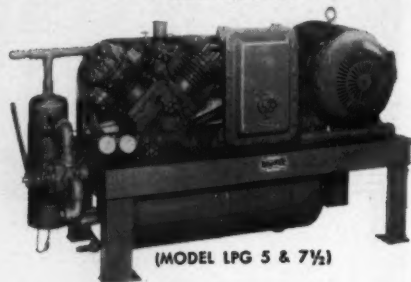
VICTOR L. KLEIN, from advertising manager, to the newly-created position of director of advertising and promotion, Caloric Appliance Corp.

LIKE MONEY IN THE TANK

BRUNNER
SINCE 1906

**LP GAS
TRANSFER UNIT**

SAVES A TANK IN EVERY 20



(MODEL LPG 5 & 7 1/2)

Removing and liquefying gas vapors with a Brunner LP Gas Transfer Unit can effect considerable savings.

Tests prove that the "phantom waste tank" that rides with every 20 can be eliminated and translated into extra tank profits for you.

Brunner Transfer Units do a double job of removing all liquids and gas vapors, an impossibility with ordinary liquid pumps.

It's also the efficient and economical way to load tank trailers and discharge into storage tank of ultimate consumer.



REQUIRED READING FOR DISTRIBUTORS, BULK PLANT OPERATORS AND DEALERS

FREE BROCHURE TELLS HOW YOU CAN EFFECT TRANSFER SAVINGS... PROVIDES RECOVERABLE GALLONAGE STATISTICS... DESCRIBES TANK CAR UNLOADING TECHNIQUES AND TROUBLE SHOOTING GUIDE

BRUNNER DIVISION

DUNHAM-BUSH, INC.

WEST HARTFORD, CONN.

DUNHAM-BUSH

WEST HARTFORD, CONNECTICUT • MICHIGAN CITY, INDIANA • MARSHALLTOWN, IOWA • RIVERSIDE, CAL.
BREWSTER, NEW YORK • TORONTO, CANADA • LONDON, ENGLAND

BUTANE-PROPANE News

RICHARD A. TILMANN, from manager, Cribben & Sexton Co. heater division, to western division manager, Suburban Appliance Co. ARTHUR G. BODEI, to district representative in the southeastern United States.

HAROLD O. PROSKE, from director of sales aids and training, to branch manager of the Shreveport, La., office of Rockwell Manufacturing Co.'s Meter & Valve Division. ROBERT C. NEAIDENGARD, from headquarters office manager, sales, to controller of the company.

HARRY G. MCDAVITT, from wringer washer sales manager, to national sales promotion manager, Norge Division, Borg-Warner Corp. CARY A. AUSTIN, from district manager and field sales training coordinator, to director of dealer development.



H. G. McDavitt
Norge



G. H. Childers
Cribben & Sexton

GEORGE H. CHILDERS, from general sales manager, Room Air Conditioner Division, Chrysler Airtemp, to general sales manager, Cribben & Sexton Co. JOHN A. BELANGER, from sales representative, Michigan, Ohio, and Indiana, to sales manager, Commercial Cooking Equipment Division.

DICK J. JUDSON, from Payne Co.'s factory representative in greater Northwest, to factory sales representative in Southern California. KENNETH E. HILL, from local factory sales representative, La Puente, Calif., to sales engineer representative, Southern California.

EDWARD F. O'SHEA, WILLIAM P. MACKLE, and WILLIAM F. ROBINSON, from gas utility division special representatives, to district managers, gas utility division, Whirlpool Corp.

JOHN MILLER, to service engineer, Elkhart, Ind., plant, Norco Inc. ANTHONY CASAMENTO, to warehouse manager of the firm's headquarters in Los Angeles.

EUGENE D. ROUSE, from Garland, Texas, sales office to Houston, CLAY G. BRASWELL, from Houston to Garland, American Meter Co.

**LOOK
TO
BEACON...**

for
**THE MARKETING OF
L-P GAS PRODUCTS**

BUTANE • PROPANE
BEACON
PETROLEUM COMPANY
P. O. BOX 2100 • PHONE LUther 5-5553 • TULSA, OKLA.

PHOTOGRAPH BY HAROLD M. LAMBERT

**Keep Up with L. P. gas
Developments Each Month**

BUTANE-PROPANE
News

by subscribing to

198 SOUTH ALVARADO STREET, LOS ANGELES 57, CALIFORNIA

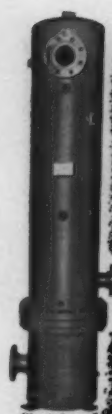
☐ Check herewith ☐ Bill me ☐ 1 year \$2.00 ☐ 2 years \$3.00

Name Title

Firm

Street

City Zone State



PARACOIL

**LP-GAS
VAPORIZERS**

Specified by
Consulting Engineers
throughout industry.
Units are applicable
to ammonia
vaporization as well.

WRITE FOR BULLETIN 130

**DAVIS
ENGINEERING**

(A Division of American
Metal Products Company)

520 Main Avenue, Wallington, N. J.

**for leakproof,
pressure-tight
connections**

use
TiteSeal

**SEALING
COMPOUNDS**

Heat and vibration-
proof, non-solvent,
will not shrink, crack
or crumble. Makes all
assemblies leak-proof
and pressure-tight.
Prevents rust, cor-
rosion, joint seizure.



**7 BASIC
BLENDS**

LIQUID WRENCH

The super-penetrating
rust solvent

LOOSENS

rusted bolts, nuts,
screws, 'frozen' parts

Liquid Wrench works
fast...yet is absolutely
safe for all metals and
alloys.



At Industrial, Automotive,
Hardware, Plumbing Jobbers

RADIATOR SPECIALTY CO.
Charlotte, North Carolina



JOHN R. MACDOWELL, 12 year vet-
eran in sales management and mar-
ket research in gas heating, joined
Ohio Foundry and Manufacturing Co.
as sales manager.



J. R. MacDowell
Ohio Foundry



H. C. Siler
Utility Appliance

H. C. SILER, from western division
sales manager to general sales man-
ager, Utility Appliance Corp.

WILLIAM W. SUGGS, JR., from field
engineer, Socony Mobile Oil Co., to
district sales manager, Columbus,
Ohio trading area, Iron Fireman Man-
ufacturing Co. **MARTIN J. WISEHART**,
from engineer officer, U. S. Navy
Bureau of Ships, to district sales man-
ager, residential and commercial
equipment in portions of Ohio and
Indiana.

JOHN M. KOBIELUS, from regional
manager, Midwest sales territory, to
manager of a new sales region includ-
ing portions of Southern California,
Arizona, and Nevada.

CHARLES GREENHILL, formerly with
Paige Associates Inc., to general man-
ager, Moellenbrock & Wilke Inc.

DALE L. BUNDAY, from commercial
engineer in product planning, to na-
tional product planning manager for
two-way radio equipment, General
Electric Communication Products De-
partment. Bunday succeeds **ROBERT
L. CASSELBERRY**, named acting man-
ager of the Technical Products Oper-
ation.

ROBERT N. STIME, who will continue
to supervise merchandising activities
of A. O. Smith's Electric Motor Divi-
sion, has been named assistant direc-
tor of merchandising, a newly-created
position. **EDWARD A. LUKOWSKI**, from
assistant advertising manager of
Permaglas Division, to merchandis-
ing manager of Petroleum, Glascote,
and Smith-Erie Divisions. Lukowski
succeeds **FRANK KLUCK**, who re-
signed.

L. J. SAROSDY, from engineering
consultant for heavy construction and
pressure vessel industries, to vice
president of sales, Scaife Co.

JOHN E. FARRAND, from senior as-
sociate, Brown, Woodbury, Nemer-
ever & Henry Inc., management con-
sultants, to general manager, inter-
national division, Robertshaw-Fulton
Controls Co.

DEWITT BENNETT, formerly with
Geo. D. Roper Corp. and Dri-Gas
Corp., to distributor of Ruud gas
water heaters and Roper ranges as
sales engineer, S. M. Barnes Inc.

ROBERT V. LAKE, from sales repre-
sentative, Oklahoma, to L. P. gas sales
department sales representative, Okla-
homa, Texas, Arkansas and New
Mexico, Sinclair Oil & Gas Co. He
succeeds **FRANK BOUCHER**, now in
charge of Sinclair Truflame L. P. gas
sales in western Great Lakes region.

LESLIE L. WHITE, from manager of
eastern branch to eastern zone man-
ager, national accounts department,
Coleman Co.'s Heating & Air Condi-
tioning Division. **ANTON HUBERT**,
from regional sales manager, north-
eastern and southeastern states, to
manager of Philadelphia branch.

DEALERS

KENNETH F. BISHOP, from district
manager at Niantic, Conn., to field
appraisals representative. **FRANK E.
ARIOLI**, from sales manager, Miller-
ton, N. Y., to district manager, Nian-
tic, Suburban Propane Gas Corp.

OWEN LOREN GARRETSON, from ex-
ecutive vice president and director,
Arrow Gas Co. (recently acquired by
National Propane Corp.) to assistant
to the president, National Propane
Corp.

H. QWYNN COCKEY, from assistant
district manager at Charlotte, N. C.,
to district manager, Lumberton, N. C.,
Suburban Rulane Gas Co.

DEATHS

ELMER T. HURST, a pioneer of the
LPG industry, died unexpectedly on
July 31. In the early 1930's, he op-
erated a retail organization in the
Ithaca, N. Y., area. In the early 1940's
he built the first propane bulk plant
in Ithaca and developed a large whole-
sale business. The entire business was
subsequently sold to Suburban Pro-
pane. At the time of his death he was
operating a new bulk plant and re-
tail business, covering several coun-
ties.



BUTANE-PROPANE News



Butane, Propane

POWER

**CARBURETION • INSTALLATION
• SERVICING**

POWER SECTION



Off on another LPG-powered errand run is Al Schiller, Red-E-Gas mechanic. More than 175,000 miles have been logged on this '52

Ford; but there have been no ring jobs, no overhauls, no major engine work!

Red-E-Gas Co. focuses on the passenger vehicle market

STAFF REPORT

Practicing what it preaches, this St. Louis firm began its carburetion campaign by converting all of its vehicles, as related in the story beginning on the next page.



Schiller shows the under-the-hood aspects of the '52 Ford conversion: an Algas Imperial 300 mixer, and a 1570 converter.



All Red-E-Gas vehicles are converted to LPG. Here, Chairman of the Board E. A. Reutner displays his '59 Ford conversion.

Dual-fuel conversions can lead "to a very real market"

"DON'T overlook the passenger vehicle market" is the advice of E. A. Reutner, chairman of the board of Red-E-Gas Co., St. Louis.

Red-E-Gas is constantly looking for ways to broaden its market. Campstoves, gas lights, and luau torches are only three of a number of new types of appliances the company is pushing. But among so-called non-base load applications, carburetion is the apple of management's eye—particularly Reutner's. He's made it his own special baby.

Reutner is an imaginative marketer, and passenger car conversions are well within the scope of his free-wheeling imagination. He believes a very real—though admittedly small—load can be built through dual-fuel conversions of salesmen's cars.

In the relatively short time the company has been pushing this type of business, Red-E-Gas has converted some 35 or 40 salesmen's cars. All are dual-fuel. "With the fine equipment on the market today, dual-fuel gives excellent performance," declares Reutner.

Red-E-Gas practices what it preaches. Its entire fleet of trucks and passenger cars is propane-operated. The passenger vehicles have a transfer switch for gasoline operation in an emergency.

Its prize example is a 1952 6-cylinder Ford station wagon, purchased used in 1954 with about 10,000 miles on it. The wagon, used mainly for chasing parts and running other errands, has now logged 175,000 miles. It's equipped with an Algas Imperial 300 mixer and a 1570 converter. During its lifetime the wagon has had a new transmission and clutch, a generator and voltage regulator, three sets of brakes, a valve job, and various minor repairs. No overhauls, no rings, no major engine work were required.

The car is assigned primarily to Al Schiller, Red-E-Gas mechanic. In the summer of 1958, Schiller used it on a 5800-mile round trip to the West Coast. With an LPG service station directory in his glove compartment, he was able to obtain propane at every fuel stop but one. In Yellowstone Park there

was no LPG to be had, so he bought 11 gal. of gasoline. Here's his record of trip expenses:

LPG fuel—363½ gal.

Gasoline—11 gal.

Oil—6 quarts.

Total cost for fuel and oil—\$75.19.

Cost of repairs, breakdowns, etc.—0.

Performances of this calibre will become more common as the passenger business increases. For example, one customer, a salesman, has now run more than 100,000 miles on LPG, and his car is still going strong.

Reutner thinks today's equipment is so efficient that transferring it from one car to succeeding cars should be standard practice. Red-E-Gas does all its own converting. It charges \$225 for a complete job, but the switch from one car to another costs only \$40.

To assure the availability of LPG motor fuel throughout its market area, the company has pushed hard for service station installations. Through heavy advertising in a locally-circulated ser-

vice station trade magazine, Red-E-Gas has urged retailers to sign up for its Beaird packaged stations.

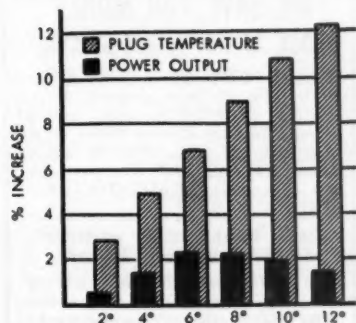
Red-E-Gas is strongly advertising-minded. E. K. Love Jr., president of the company, believes dealers should raise their sights in this respect. Red-E-Gas not only uses newspapers effectively, but has done highly effective jobs with direct-mail, magazine advertising, and home show exhibits. Last spring, a local show at which Red-E-Gas was represented attracted 130,000 visitors. A total of 20,000 pieces of literature were distributed by the company. Much of the emphasis at the show was placed on carburetion.

It's interesting to note that the company's ads in the local Chamber of Commerce magazine (which Bud Love regards as just about the company's best single advertising medium) lay heavy emphasis on automotive applications.

The more popular power uses—particularly fork lift trucks—are still the big carburetion load builders for Red-E-Gas, just as they are for most dealers. But if you take the advice of Reutner and Love, you won't stop there. Raise your sights, is their advice; and while you're at it, get the automobile market into sharp focus! ■

Timing over-advanced?

Adjusting ignition timing for maximum power while on a chassis dynamometer is quite popular on automotive engines, particularly trucks. This is probably one of the best ways to determine the proper



This graph by Champion Spark Plug shows the effect of over-advanced timing on plug temperatures. Excessive plug temperatures can cause preignition, breakdown of plugs, and engine damage.

spark advance setting on a converted L. P. gas engine.

However, one should be sure that the fuel used during the test has a butane or propylene content approximately the same as will be encountered during normal operation of the vehicle. For safety's sake, it's best to set the advance just short of maximum.

Setting the spark up until the knock is audible is poor practice, particularly with modern engines where knock might take place and the sound would not be noticeable.

Courtesy Century News

CTA has a total of 1418 buses on propane

The Chicago Transit Authority, in its Annual Report for 1959, announced that a total of 119 new motor buses were delivered and placed in service during 1958.

Purchase of another group of 100 odorless propane buses was authorized Dec. 17, 1958. To be bought from Twin Coach Co. of Kent, Ohio, and the Fxible Co. of Loudonville, Ohio, they'll cost \$2,177,000.

CTA vehicles at the end of the year included 1418 propane buses. This includes 100 leased buses.

WESTERN TANK & STEEL CORP.

PO BOX 1338 PO5-9474
LUBBOCK, TEXAS

The Nation's No. 1 Manufacturer of
LPG

AUTOMOBILE, TRUCK AND TRACTOR TANKS

*The name assures you of top
quality materials and workmanship*



Quick Detachable
Overall Length
Domestic 7" Truck 11"

Parkhill

Safety Hose Nozzles

Repairs are easy
Immediate shipment
Nozzle Parts
Adaptors, to pipe-
Acme-POL

For information ask
PARKHILL-WADE
475 Huntington Drive, San Marino, Calif.



CLASSIFIED Advertising

All Classified Advertising payable with order. Copy must reach publisher's office prior to the 1st of the month preceding publication. Address: Classified Advertising Materials, BUTANE-PROPANE News, 198 S. Alvarado Street, Los Angeles 57, Calif.

DISPLAY CLASSIFIED

\$12.00 a column inch per issue. Choice of 18, 14, 12, 10 pt. display type for headings. Set with 1 pt. border. Maximum ad size 3". No cuts permitted. Publisher will set ad for maximum effect in space purchased.

UNDISPLAYED CLASSIFIED 15¢ a word. Set in 6 pt. type without border. \$3.00 minimum charge per insertion. If Blind Box number card of B-P News is used, count as five words.

POSITION WANTED. Undisplayed rate is one half of above rate, payable in advance.

DISCOUNT OF 10% if full payment is made in advance for four consecutive insertions of undisplayed ads.

HELP WANTED

DEALERSHIPS OPEN: EXPERIENCED MAN IN LPG, bottles and bulk. Agency agreement. Good opportunity if has railroad siding and spur. RESTRICTED TERRITORIES. WE FURNISH EVERYTHING. Tank Car material, Butane or Propane. Ross Refineries, Inc., Belleville, Ill.

WANT AGGRESSIVE YOUNG MAN WITH technical and practical experience to develop and expand our business in rapidly growing area in Southern California. Must be a worker and potential manager. We are an independent L.P.-Gas distributor of 2½ million gallons annually. Give resume of experience and salary expected. Salary open. Reply Box 54, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

WANTED: MANUFACTURERS REPRESENTATIVES. First Class line Gas Ranges and sensational priced Built-ins. Reply Box 56, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

SELL OUR YARD LAMPS—SUPERIOR quality—sensationally priced. Reply Box 57, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

LP-GAS SALES REPRESENTATIVES

Major oil producing and marketing company expanding sales operations. Need experienced LP-Gas salesmen for sales offices in Gulf Coast, Southeast, Northeast and North Central States. Salary commensurate with experience and ability to produce results. Reply Box 50, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif. giving full qualifications and experience. Enclose recent photograph.

BUSINESS OPPORTUNITIES WANTED

WANTED TO BUY: SMALL LPG GAS business; have \$10,000 to pay down. Reply Box 42, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

WANTED TO BUY: A BOTTLE AND BULK L.P.-Gas Business, with an annual volume of 275,000 to 600,000 gallons, by an experienced operator. Reply Box 55, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

WANTED TO PURCHASE: RETAIL L.P.-GAS business in Midwestern or Southeastern states. Reply Box 53, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

BUSINESS OPPORTUNITIES OFFERED

LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

BUSINESS OPP. OFF.—Cont.

TWO TRUCK LPG OPERATION AND established major and private independent brand gasoline jobbership for sale. Volume exceeds 1,000,000. Central Oklahoma. 15 owned and leased stations. Excellent earnings. Terrific potential. \$85,000. Poor health. Reply Box 49, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

FOR SALE: OWING TO OWNER'S AGE and health, an established LP Gas business, both cylinder and tank, in one of the fastest growing industrial sections of the nation. Equipment sufficient to double present load. Satisfactory terms to responsible party. Price right for quick action. Reply Box 52, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

FOR SALE — TRUCKS - TRAILERS

USED PROPANE DELIVERY TRUCKS, 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

FOR SALE: TWO PROPANE TRAILERS, 5600 gallon each, price \$2,500.00 each. Blockton Oil Co., Blockton, Iowa.

TRANSPORTS: SINGLE OR TWIN barrel; new or used; for lease, or sale on budget or rental sale plan. If you want maximum payload, with all of the latest equipment engineered to fit your truck, roads, and your hauling problem, get the LMC PAYLOADER Contact Lubbock Machine & Supply Co., Inc., Drawer 1589, Lubbock, Texas

TRADE WITH A TRADER! NEW & USED PROPANE TRUCKS

I'll trade with you on the phone! My ONE MAN SALES FORCE (myself) SAVES you the usual 10% sales commission, eliminates any mix-up on order, delivery date, financing, etc., yet this year, as in every year for past 10 years, I SELL MORE tank trucks than anyone else. If you have a trade-in, send me photo and description. Used and NEW units (1400-2200 WG) in stock for delivery NOW. EASY TERMS—(10% Down—36 Mos. on balance—I carry my own paper). DON'T BUY OR LEASE a unit until you CALL ME—Day or night. WHO AM I?

Preston Grace—Ph. RI 3-2374
WHITE RIVER DISTRIBUTORS
Batesville, Arkansas

FOR SALE—TRUCKS - TRAILERS - Cont.

HAUL MORE PROPANE AND LESS STEEL! LOAD AND UNLOAD FASTER! Save the annual Federal tax on trucks that weigh more than 13,000 lbs! Users praise the Nor-Tex 2500 WG Single barrel Payload Special of 202B X-rayed material and stress relieved. Weighs only 12,890 lbs. completely equipped with High Flow Plumbing, Meter, Hose, Hose Reel, Fire Extinguisher and mounted on cab-forward truck with 108" cab to axle dimension. Increased capacity pump boosts deliveries to 50 GPM. Vapor manifold permits easy simultaneous loading and unloading of twin tanks with either compressor or liquid pump. These popular, carefully engineered and sleek designed Nor-Tex Single and Twin units are produced in four attractive models: The "Standard"—the "Custom"—the payload "Special" and the "DeLuxe." That's not all! Twin units, up to 2000 WG, are mounted on 85" cab to axle. Start hauling more gas and less steel. Do it profitably and in much less time. Phone, wire or write for prices now. NORTH TEXAS TANK CO., Denton, Texas. Phone DU pnt 2-5416.

5000 GALLON TWIN PROPANE TRAILER good condition, recent certified calibration, now in service—\$2950.00. MOTOR FUEL TANKS—NEW. 24 x 48—82 gallon—\$79.30; 20 x 36—43 gallon—\$64.10. Side fitted, float gauge. Kirkwood Propane Gas, Box 3836, Phone Taylor 1-4040, Kirkwood 22, Missouri.

TRINITY BULK TRUCK UNITS

In stock, ready for immediate delivery. Buy early and avoid steel price increases.

Write, wire or phone RAY REEDY
TRINITY STEEL CO.
Dallas, Texas
Phone: FL-7-3901

WE SAVE YOU MONEY

LOOK at this typical SPECIAL

BRAND NEW 1959 Chev. 2 ton with 1800 gal. twin propane tanks, PIPED COMPLETE with Viking pump, Neptune Printer Meter, 20# fire ext., 75' each filler & vapor hoses, ICC lights, full size rear cabinet & controls, READY TO USE—ONLY—

\$636.00 Down and 36 payments of \$181.45 including interest.

YOU SAVE over \$1,000.00 by buying instead of leasing. Other sizes (1400-2200 WG) & other makes new trucks (at FLEET PRICES) available. WE TRADE. We have USED TRUCKS & TANKS also. Call me anytime.

Preston Grace

WHITE RIVER DISTRIBUTORS
Ph. RI 3-2374—Batesville, Ark.

CLASSIFIED Advertising



FOR SALE—TRUCKS - TRAILERS - Cont.

NEED A NEW OR USED PROPANE BULK TRUCK?

Why don't you call a man who KNOWS trucks, likes to TRADE, makes quick delivery, has EASY TERMS, appreciates your business, and SAVES YOU MONEY. All sizes in stock. Hundreds of SATISFIED CUSTOMERS the World Over.

Preston Grace
WHITE RIVER DISTRIBUTORS
Ph. RI 3-2374—Batesville, Ark.

FOR SALE—TANKS - CYLINDERS

USED 20 LB. CYLINDERS (Good as new). Complete with valves—\$8.95. Used 100 lb. cylinders (good as new). Complete with valves and caps—\$18.75. Phone JE 6-1730. Pat & Chuck Supply—"Tradingest Monkeys in Texas," Box 15333, Ft. Worth, Texas.

PROPANE MOTOR FUEL TANKS—200# W.P. with fittings, 6—60 gallon W.C. 58" x 18"; 2—40 gallon W.C. 34" x 24". \$50.00 each. Propane Sales & Transport Co., P. O. Box 227, Durand, Michigan.

SKID TANKS — IN STOCK NOW —

3000 gallon size built especially rugged for oil field use. Write, wire or phone
Lubbock Machine & Supply Co., Inc.
P. O. Drawer 1589
Lubbock, Texas

STORAGE TANKS

Immediate Delivery
300# WP Propane Storage Tanks, 8,250 WG through 12,450 WG; 72" diameter; 16,170 WG through 18,800 WG; 84" diameter; 15,200 WG through 20,500 WG, 95" diameter. Ready for immediate delivery, our truck fleet. ORDER EARLY and AVOID STEEL INCREASE.
Write, wire or phone RAY REEDY
TRINITY STEEL CO.
DALLAS, TEXAS
Phone: FL-7-3961.

PROPANE GAS SYSTEMS

"Listed by Underwriters' Laboratories, Inc." If you use as many as one load of tanks per year, it will pay you to contact us. Distribution throughout the Mid-West and Southern states.

LOWRY TINS COMPANY

Quality Steel Products Division, Cleveland, Miss.

USED DELIVERY TANKS

1—1040 Twin on 350 GMC—1954 model
Very Good Condition
1—1200 Twin-Tanks only
Fair Condition
1—1250 Twin-Tanks only
Good Condition
1—1430 Twin on 1951 Chev. Butane Powered
Fair Condition
LUBBOCK MACHINE & SUPPLY
PO 25261—Box 1589—Lubbock, Texas

FOR SALE—MISCELLANEOUS

CORKEN COMPRESSOR FOR BULK PLANT less electric motor. Model 216-19. Excellent condition, 5 years old. SchagrinGAS, FR. 8-2000, Middletown, Delaware.

SERVEL REFRIGERATORS

4 & 6 cu. ft.—U-type Evaporator—\$20.00 up
6-7-8 cu. ft. Cross-top Freezer—\$35.00 up
Clean—Guaranteed—Low Cost Shipping

FRED A. BROWN COMPANY

170 W. Cumberland St., Phila. 33, Pa.
Est'd 1918 Call Collect RE 9-1130

FOR SALE—MISC.—Cont.

SERVEL GAS REFRIGERATORS

S400A—4 cu. ft.
BN600A—6 cu. ft.
S600A—with Cross-top Freezer

Used: Guaranteed in good operating order. Excellent condition. Low delivery cost anywhere. Send for illustrated folder NOW.

BEACH REFRIGERATOR CO.

196-11 Northern Blvd. Flushing 58, N. Y.
Phone FLushing 7-6161

DECALS MADE FOR TRUCKS, EQUIPMENT. Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

FOR SALE—IMMEDIATE DELIVERY! Eureka Smokehouse Burner Assemblies! For meat smoke houses using bottled gas. Completely automatic. Clean filtered smoke. Distributes heat uniformly. Low gas consumption. Automatic temperature and pilot control. Less product shrinkage. Easily installed. Write for descriptive pamphlet. Eureka Equipment Company, P.O. Box 396, Beloit, Wisconsin.

DIXIE SEMI-LOCK HOODS, ALUMINUM and Aluminum coated steel. Wall bracket or free standing. GUARANTEED mechanically for life. \$3.00 up. Dixie Manufacturing Company, Elizabethtown, Kentucky, Box 65. Phone Collect RO-5-9229.

LP-GAS BUSINESS CARDS, beautifully embossed. \$4.95 per 1,000 postpaid. Newspaper mats, folders featuring superior advantages of Gas. Write for samples. Batsch Co., Camp Hill, Pa.

SERVEL GAS REFRIGERATORS

BN-600A
\$22.50 each

USED—Clean, complete, in good operating condition—for natural Gas—converted to operate on Butane or Propane at small extra cost.

Low Freight Charges Anywhere

City-Wide Refrigeration Co.
246 Cherry St., New York 2, N. Y.
Phone WO 4-2364

WANTED—MISCELLANEOUS

WANTED—30,000 GALLON USED tanks; will consider 18,000 gallon also. Reply to Midwest Bottle Gas Co., 119 North 3rd Street, LaCrosse, Wisconsin.

WANTED TO BUY: USED PROPANE ABOVE ground tanks, 150 to 500 gallons. Will purchase in carload lots if available. Reply Box 51, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

FOR RENT or LEASE

6,000 to 30,000 PROPANE STORAGES for sale, rent or lease. Financing and installation available. Reply Box 38, BUTANE-PROPANE News, 198 So Alvarado St., Los Angeles 57, Calif.

PROFESSIONAL SERVICES

LET MY 30 YEARS OF PRACTICAL "LP" experience assure you maximum profits. Equipment revisions, property evaluations for sales or refinancing, and assistance on legal suits also supplied. Floyd F. Campbell, Management Counselor, 821 Crofton Ave., Webster Groves, Mo.

PROPANE GAS PLANTS

ANHYDROUS AMMONIA PLANTS

Designed and installed

PEACOCK CORPORATION

Box 268, Westfield, N. J.

L. P. GAS INSURANCE

Have your agent write us about our Complete and Comprehensive Coverage for Adequate Limits of Liability at Reasonable and Normal Rates with Specialized Safety Engineering and Claim Service. Available only in Alabama, Arkansas, Arizona, Florida, Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma and Texas.

PAN AMERICAN FIRE & CASUALTY COMPANY

Earl W. Gammage, President
P. O. Box 1462 Houston, Texas

BUSINESS RECORDS

BUSINESS RECORD FORMS. ALL-WEATHER EZE-SNAP delivery invoices, for use when making LP gas metered truck deliveries. 1000 sets (3 part) imprinted with name, address and telephone. \$18.00 per 1000 sets. Advise make of meter. DEGREE DAY SYSTEMS, Dept. BP WOODSIDE 77, L. I., N. Y.

SERVING 20,000 PETROLEUM COMPANIES over 30 years with petroleum price cards, customer reminder Eze-Stik labels, telephone call—service order—L/P metered delivery invoices, Eze-Snap Service Form. Duraluminum ticket holders, Sort-O-Matic Rack, etc. Write us for details, no obligation. DEGREE DAY SYSTEMS, Dept. BP., WOODSIDE 77, NEW YORK.

The KNOW-HOW BOOK for LPG

• DEALERS • SALESMEN • SERVICEMEN

The Bottled Gas Manual has been accepted by many companies as the quickest way to acquaint new sales and service men with typical bottle gas problems. This 352 page (24 chapter) text book brings practical "working" facts to your entire staff in non-technical language. Nearly 10,000 copies in use.

\$4.00 per copy

We pay postage on orders accompanied by check or money order. In California add 4% for sales tax.

Butane-Propane News

198 S. Alvarado Street, Los Angeles

Advertisers

*These advertisers carry additional information on their products in the 1959 Butane-Propane Catalog.

This advertisers' index is published as a convenience and not as part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

*ACF Industries, Inc., American Car & Foundry Div.	Third Cover	General Electric Co., Communications Prod. Dept.	—	Raypak, Inc.	—
*Aluminum & Brass Co.	—	General Processing Corp.	88	Reznor Mfg. Co.	42
American Liquid Gas Corp.	—	Grayson Controls Div.	—	Richardson Gasoline Co., Sld	67
*American Meter Co., Inc.	89	Robertshaw-Fulton Controls Co.	—	Ridge Tool Co.	19
Anchor Petroleum Co.	85	Griffiths, E. F., Co.	—	Robertshaw-Fulton Controls Co. Grayson Controls Div.	—
Anco Mfg. & Supply Co.	—	Hannay & Sons, Inc., Clifford B.	88	Rochester Gauges, Inc.	—
Arkla Air Conditioning Corp.	49	*Hansen Mfg. Co.	20	*Rockwell Mfg. Co.	—
Armstrong Products Co.	—	Harper-Wyman Co.	16	Gas Products Div.	Fourth Cover
Arps Corporation	—	Hidy-Brown Recorder Co.	87	Roney, Inc.	—
Baso, Inc.	—	*Hones, Chas. A., Inc.	—	Samuel Stamping & Enameling Co.	61
*Bastian-Blessing Co., Inc.	10	J & S Carburetor Co.	—	Selwyn-Pacific Co.	—
Beacon Petroleum Co.	91	Johnson Degree Day Systems	—	Sheffield Bronze Paint Corp.	—
Beird Co., Inc., The J. B.	—	*Johnson Gas Appliance Co.	21	Shell Oil Company	71
Beam Products Mfg. Co.	—	Johnson Machine Shop	—	*Sinclair Oil & Gas Co.	18
Behlen Mfg. Co.	—	King-Seeley Corp., Queen Prods. Div.	—	*Smith Precision Products Co.	78
*Bendix Aviation Corp. Zenith Carburetor Div.	—	Lampiter Gas Lights	—	Spatz Paint Industries, Inc.	—
Birmingham Stove & Range Co.	—	*Linde Co., Div. of Union Carbide Corp.	7	*Sprague Meter Co.	—
Blackmer Pump Co.	80	Little, H. C., Burner Co.	59	Squibb-Taylor, Inc.	—
Blue, John, Co.	—	Locke Stove Co.	—	Stewart-Warner Corp.	—
Bright Leaf Industries	37	LPG Leasing Corp.	—	Suburban Appliance Corp.	63
Brown Stove Works	—	Lubbock Machine & Supply Co.	2	Temco, Inc.	—
Brunner Div., Dunham-Bush Co., Inc.	90	*Magic Chef Div. Dixie Products	34	Texaco, Inc.	5
*Century Gas Equipment Marvel-Schebler Prods. Div. Borg-Warner Corp.	—	Manchester Tank & Equip. Co.	—	*Texas Natural Gasoline Corp.	—
Chattanooga Royal Co.	—	Martin Stamping & Stove Co.	62	Trinity Steel Co., Inc.	79
Chicago Combustion Co.	58	Master Tank & Welding Co.	69	Tuloma Gas Products Co.	22
*Cities Service Oil Co.	75	Minneapolis-Honeywell Regulator Co. Water Heater Controls Div.	—	*Union Carbide Corp., Linde Co., Div.	7
Coleman Co.	—	Mississippi Tank Co.	73	U. S. Steel Corp.	13
Corkens Inc.	—	Mitchell, John E., Co.	1	United States Steel Corp.—Pittsburgh Columbia-Genova Steel—San Francisco National Tube Division—Pittsburgh Tennessee Coal & Iron—Fairfield, Ala. United States Steel Supply—Steel Service Centers United States Steel Export Company	—
Cribben & Sexton Co.	—	Motorola Comm. & Electronics, Inc.	—	Vega Industries, Inc.	—
Davis Engineering Corp.	92	Norco, Inc.	50	*Viking Pump Co.	72
Day & Night Mfg. Co.	—	*North Texas Tank Co.	8, 9	Waldorf Heater Co.	62
Dearborn Stove Co.	—	Ohio Foundry & Mfg. Co.	60	Wallace, William, Co. Metalbestos Div.	—
Deere & Company	—	Parkhill-Wade	95	*Warren Petroleum Corp.	Front Cover
Delta Tank Mfg. Co.	—	*Pasley Mfg. & Dist. Co.	6	Weatherhead Co., The	4
Dixon Valve & Coupling Co.	87	Peerless Mfg. Div. of Dover Corp.	—	Western Tank & Steel Corp.	95
Dunham-Bush Co., Inc., Brunner Div.	90	Phillips & Buttorff Corp.	57	Whitehead Mfg. Corp., D. W.	—
Elgin Softener Corp.	21	Phillips Petroleum Co.	—	Wonder Warm Co.	—
Ellis, Geo. D. & Sons, Inc.	—	Powell Co., Wm.	77	Wood Co., John	40
Ellis Manifold Co.	—	*Pressed Steel Tank Co.	Second Cover	*Zenith Carburetor Div. Bendix Aviation Corp.	—
*Ensign Carburetor Co.	—	Purchase Plans, Inc.	—		
Fine Products Co.	83	Queen Prods. Div., King-Seeley Corp.	—		
Firestone Tire & Rubber Co.	24	Radiator Specialty Co.	92		
*Fisher Governor Co.	26				
Ford Motor Co.	14, 15				
Gas Equipment Mfrs. Assoc.	53				

ACF T-1 BONUS BLIMP LP GAS ANHYDROUS AMMONIA TRANSPORT MORE CAPACITY PER POUND PLUS BONUS FEATURES AT NO EXTRA COST!



1. **One-piece flued manway** with hinged cover makes access easier, makes cleaning, maintenance and inspection more economical.
2. **Tank calibration** assures accurate capacity. Tanks are water-gauged and certified to within three pints, using methods established by U. S. Bureau of Standards and approved by ICC and AAR.
3. **Recessed gauges** and valves assure safety... can't be broken off in any accident or mishap.
4. **Lightweight "Sigma" baffles** are scientifically designed to prevent surging, give easy access to interior, do not add excessive weight, are easily removable.
5. **One-third less welding** in three-piece sectional heads minimizes areas of stress concentration.
6. **Engineered to prevent obsolescence:** four-inch flanged liquid

outlet connection is designed to permit unloading at rates in excess of 250 gallons per minute.

7. **Other features** include spray filling... steel-grit-blasted surfaces internally as well as externally... complete fabrication and stress relieving facilities in one plant, under one roof.

OTHER ACF TRANSPORTS AND DEMOUNTABLE CONTAINERS CUT COSTS OF SHIPPING AND HANDLING "PROBLEM PRODUCTS". ASK ABOUT THEM.

Get full information from your American Car and Foundry sales office or Dept. G-10, American Car and Foundry, Division of **ACF** Industries, Incorporated, 750 Third Ave., N. Y. 17, N. Y. Sales Offices: New York—Chicago—Cleveland—Washington, D. C.—Philadelphia—San Francisco—St. Louis—Berwick, Pa.—Huntington, W. Va.

is gas loss a problem?
do you sell all you buy?



**vapor
metering
will improve your
profit picture**



Vapor metering will uncover and cut those mysterious losses to a small percentage by providing a final, positive record against which to check the gas you sold against the gas you purchased.

Too, vapor metering will provide you with better inventory control, planned truck routing, systematic billing, expanded capacity and more efficient operations.

Get full facts by writing for bulletin ADV-41, Rockwell Manufacturing Co., Pittsburgh 8, Pa.

The Vapor Meters You Need!

Rockwell vapor meters are compact, economical, convenient. They have a strong, safe outer case of rust-proof aluminum. Mounting brackets are supplied to simplify installation. They are small in size but big in capacity—up to 240,000 btu's per hour.

